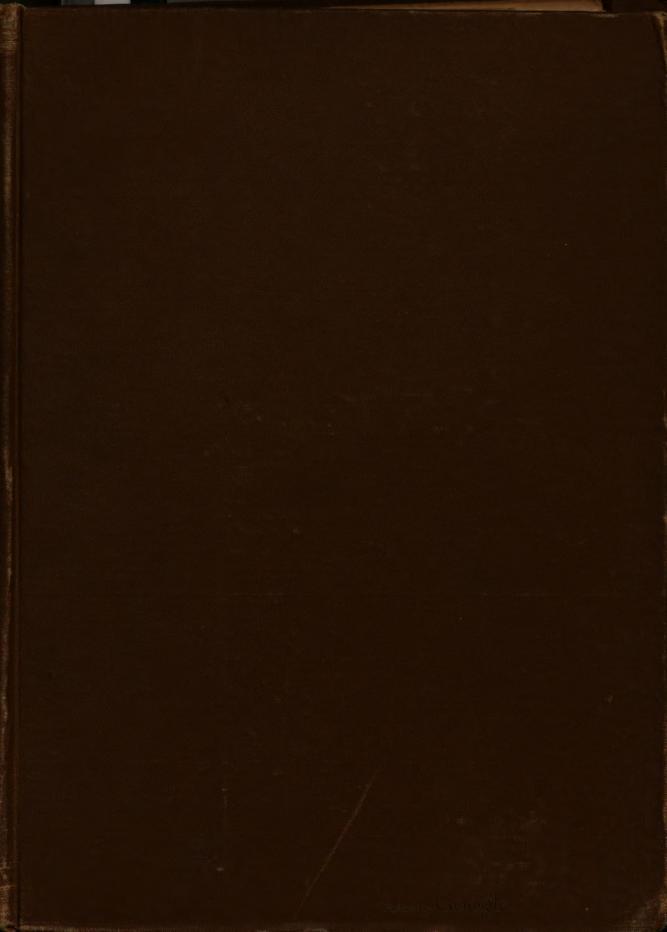
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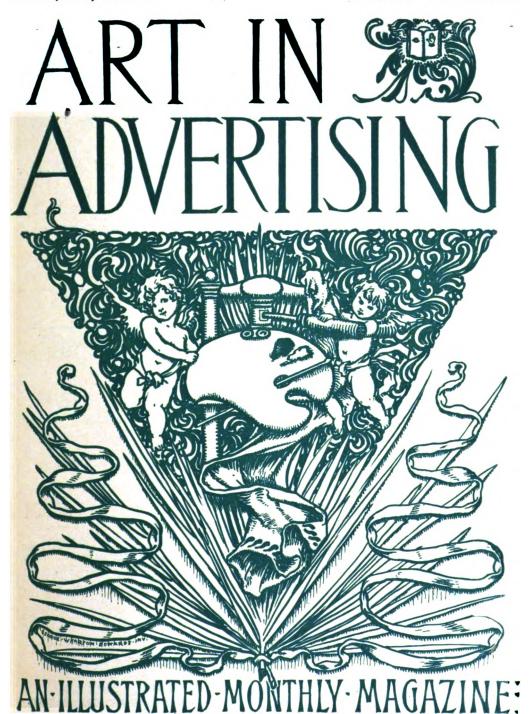


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MARCH, 1892 PRICE 10 CENTS



PHILADELPHIA

EEKLY ITEM

The Great 8 page Illustrated Home Newspaper,

Cents

(Postage Paid), which also includes all the following six books: "What did You Dream?" the best Dream Book out; "Zodi, the Lover's Fortune-Teller;" "100 Points on Etiquette;" "The Secret of Beauty," worth \$10 to any lady; "Tell-Tale, a Game of Love;" "Whom Will I Marry?"

ALL SUBSCRIPTIONS MUST BE PAID IN ADVANCE.

WEEKLY ITEM, PHILADELPHIA, PA.

4# SPECIMEN COPIES FREE.

DAILY ITEM, 181,237, SUNDAY ITEM, 174,490. Sworn Average Every Issue, 1891.

PAGES, 5 CENTS A COPY.

OR .\$1.00 A YEAR IN ADVANCE, WHICH ALSO INCLUDES THE SIX BOOKS GIVEN AS A PREMIUM WITH THE WEEKLY ITEM.

"THE SPORTING ITEM" is a Large 8 Page Weekly Illustrated Sporting Newspaper, containing 56 Columns every week of the Latest Sporting News, with Illustrations of the most containing 50 Columns every week of the Latest Sporting News, with Illustrations of the most prominent Prize Fighters, Wrestlers and Athletes. Articles every week by the best sporting writers, such as "Macon McCormack," "Bantam," "Slick," "P. Jay," etc., on Self-Defense, Wrestling, Athletics, Foot-Ball, Cricket, Base Ball, Racing and Trotting, Bicycle, Billiards, Pool, Pedestrianism, Rod, Gun and Kennel, Pigeon Flying, Tennis, Cock Fighting, Hand Ball, Yachting, Canoeing, Racquets, Swimming, Rowling, Bowling, Skating, Polo, Fencing, Lacrosse, Dog Running, etc. Address,

SPORTING ITEM, PHILADELPHIA, PA.

SPECIMEN COPIES FREE.

S. C. BECKWITH,

SOLE AGENT FOREIGN ADVERTISING, 509 "THE ROOKERY," CHICAGO, 48 TRIBUNE BUILDING, NEW YORK.



Entered at the Post Office at New York as second-class matter.

Vol. V.

MARCH, 1892

No. 1.

Published by The ART IN ADVERTISING Co., 80 FIFTH AVENUE, NEW YORK. H. C. Brown, President. Russell Doubleday, Business Manager.

PUBLISHED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.

OUR CREED.

There is no forcing process for building up a circulation that can be permanently depended on. All temporary expedients based on this principle are, sooner or later, apt to react at a loss. The first and paramount thing is to print a steadily progressive and reliable journal, of such merit that, being once seen and read, it will create a demand for the next number.

TO SCHOOL ADVERTISERS.

The attention of school principals is called to the article on School Advertising on page 19 of the present issue. The author occupies an important position in the advertising world, and speaks from experience and by authority.

AN IMPORTANT UNDERTAKING.



E have already published the facts concerning the award of the \$100.00 prize. It remains now to tell of the plan suggested and accepted, which is briefly as follows:

We shall begin publication in the April

number of ART IN ADVERTISING, of a list of advertisers in the United States classified: first, under states; second, towns, and then alphabetically by name. This will not be a collection of the names of advertisers taken from commercial directories and periodicals or indeed from any one source. It has been compiled with great care, and includes only the names of firms who may reasonably be expected to advertise in mediums of general circulation. The basis of the list was brought together by the examination and the selection of advertisers in popular periodicals; to these several hundred names of prospective advertisers were furnished friends. Hundreds of others have been added by experts in special fields, and the list has been thoroughly revised by the same good authorities.

In addition to the name and address of advertisers the name of the "man in charge" of the advertising will generally be designated in cases where this department is not managed personally by the firm. This will be in our judgement, a most valuable feature. It is probable that four numbers will complete its publication, but the list will be kept in type; constantly corrected, and published each year revised to date, should it, as we anticipate, be found of general interest and value.

To each one of these advertisers mentioned

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in the list a copy of ART IN ADVERTISING will be sent with a letter and return envelope asking that any corrections or change shall be noted for future editions, also that the name of the advertising man may be furnished if it is not given. We shall make this the most perfect list in existence, and shall keep it down only to include general advertisers.

In considering this plan we were first inclined to wonder where we would be benefited, but we now agree with our prize winner, who puts it as follows:

"The benefit to your paper will come to you in that you furnish at a nominal sum something which has been heretofore both poor and costly.

I. It will add to your reputation and will be a standard list.

II. You will interest many of the advertisers whose name you include in your list and increase your subscription list thereby.

III. You can promise those who advertise in these numbers that it will reach every general advertiser in the country, and if they appreciate your good work they will show it by patronizing your columns.

At all events the list is now nearly done and is being revised. The first section will consist of about 1,000 names.

A YOUNG MAN'S CHANCES.

A representative of ART IN ADVERTISING called upon one of the largest merchants in the country to try to induce him to prepare an article for the series discussing "A Young Man's Chances." The merchant asked to be excused on the ground that he was not a literary man, but offered himself up as a victim for the interviewer. Our representative, while not a full fledged professional, did his best, and the following is about the conversation which ensued:

"What," was asked of the merchant, "has

been the most important factor in the success of your business?"

"Of course," he replied, "it goes without saying that we could not do business without a proper stock, capital and a thousand other attributes, but this house has been built up largely by the men who occupy important It has been our policy to get all the new blood we could, to encourage by offering our employees every opportunity. Two of the members of the firm started as boys in the office. Any salesman, porter, or stock clerk who shows that he can amount to something is given a chance to do better work; some men may not have justice done, but I believe it is their own fault. We try to get the best from all our assistants, and pay according to the work accomplished.

"What is your plan for getting new blood? Do you pick the best when opportunities offer from other houses?"

"No, we seldom take important men from other concerns, and when we do we have usually regretted it. Our plan is to take into the store bright boys and young men. The good ones will get on, the poor ones usually become dissatisfied and leave when they find they are not appreciated. In my experience I have come finally to believe that a large house must train its own men, and the only way to get the best is to let everyone see that there is no limit to the advancement. A firm composed of one man or a family of men who give their assistants the idea that they can never aspire to an interest in the business, can not make the greatest success."

"But with your enormous number of employees how can you see that each man has a fair chance?"

"We have in our house more than a thousand employees, and the average are men of a very high grade of intelligence and capacity.



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HONORABLE JOSEPH MEDILL. Chicago Tribune.

Our business is divided into departments, and every man and boy in the place talks over his affairs once a year with a member of the firm. If he be a salesman an account of his sales are shown; he then states his case, and gives reasons why his salary should be increased. The manager of the department in which he works is consulted, and the case decided on the spot. It is an annual summary of the year's work. I believe that the fact that this is done regularly, and as a part of the business is an inspiration for the young men to do their best, and to study that at each yearly talk they can make a good show-At all events we are satisfied with its working, and our men seem to be."

"But you know that the usual way is to talk salary matters only when the subject can no longer be avoided."

"No, I know nothing about the general custom, but if what you say is true I am certain that it is poor policy. An employee whose duties are constantly changing has a right to expect that his interests will receive regular attention at least as often as the profits are made up. It is not what the employees do in a mercantile house that keeps down profits, it is what they do not do. This is something beneath the surface. Every exertion should be made to get each man to contribute his best to the business."

"What do you think of a young man's chances now in comparison with his chances twenty-five years ago?"

"In many ways they are just as good. In at least one way they are better. Until recently it has always been thought that a middle-aged man was best fitted for large responsibilities, but now that a man is young is not taken as a reason for limiting his cares. There is a marked difference in these matters. On the other hand men do not fall by accident into the way of making fortunes as they used to do. The increased competition has made advancement a matter of ability, but for my part I think the young men are better off in this day than they were a quarter of a century ago."

It may be well to say that the opinions expressed above are from a man whose name, if we were permitted to give it, would be familiar to every merchant in the country.

ADVERTISING PROVERBS.

A GOOD point for advertisers to consider is the fact that people who read advertisements are not blind, and that large advertisements sometimes are invaluable, while an attractive small advertisement is read at sight.

READERS of publications are to advertisers what invalids are to nurses. In order to induce them to partake of a meal when the invalid has little or no appetite, a sure way to turn them against it is to serve a large quantity, while an almost sure way of tempting the appetite is by serving a delicate morsel, which will be devoured and relished.

READERS of publications are not hungry for advertisements, and enough is as good as a feast. It is uncomfortable to be stuffed, even with an advertisement.

Another point is that an advertiser, like a locomotive engineer, should not attempt to start his advertising engine until he can see where he is going, otherwise he is more than likely to be met with an open switch. Start slow, and when you see everything is running right, and the road clear, go ahead with full speed.

The longer the run the more profit in the trip, if your advertisements are well filled, as a train of cars should be, to be profitable under the same circumstances.

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I FREQUENTLY meet advertisers to whom I have to acknowledge that they advertised before I was born, but the majority of these are not advertising, for the reason that while the times have changed, their ideas in regard to advertising remain the same.

There are many different opinions in regard to changing advertisements or using the same advertisement over and over. In this matter I feel that it can be compared to serving a dinner of several courses, with every course exactly the same, which no one would care for, while with a change of courses, each course is not only expected but looked forward to with pleasure.

E. C. VICK.

CORRESPONDENCE.

Readers whose letters find no place in this department are asked to remember that there are two good reasons why many are omitted. One is that they are often too long, and the other that the contents is only likely to interest the writer. For example: A. E. Sproul, of Boston, who calls himself in three line type an advertising expert, sends a two page note calling attention to the fact that he is open for business, &c., &c. This note will be printed verbatim in the advertising department for \$25—orders received by mail or telegraph.

HOW TO THINK.

ELKHART, Ind., Feb. 8, 1892. Editor ART IN ADVERTISING:

I was much interested in your article in Feb-

ruary number, "Education a Factor in Success." When we read or hear that so-and-so was very successful, and yet possessed a limited education, does not the writer or speaker show a lack of a proper conception of what education is? Is not a person educated when he has learned how to think, and is in possession of ideas and facts? Where he got the education is not the main thing. Is not our public system at present more a system of cramming facts? Is not the art of learning how to think being lost sight of? I maintain that it is. Lest some one may think I have not had the means of knowing, I will say I have been through the educational mill from primary to university. To learn how to think is the most important, and one of the hardest things to learn. Men will do anything rather than think.

I can move the world with the lever of ideas if I know how to think, for facts will be my fulcrum.

MISHTCHAYACK.

(Samuel J. Platt, ad. writer, just engaged with the Dr. Miles Medical Co.)



ATLANTA, Feb. 12, 1892.

Editor ART IN ADVERTISING, Dear Sir:

1 suppose that Art in Ad. has a picture gallery. I enclose a contribution to it—something that has erstwhile adorned my own walls. Hence the holes

in the corners and its grime. It depicts one of the most painful incidents of the French Revolution.

Yours truly,

O. H. STEIN.

THE RIGHT SORT OF MAN.

The following is one of our blanks sent to expiring subscribers; the words added in brackets represent what Mr. Thomas wrote.

New York, Feb. 6, 1892.

Your subscription to ART IN ADVERTISING expires with the number mailed you to-day. (It does). We trust that the paper pleased you (it did), and that you will send us a renewal. (I will). We enclose herewith subscription blank and an envelope addressed to us, and would be glad if you will use same. Price, ten cents a number; \$1.00 a year. [Here you are again. How much for a life membership?]

H. T. THOMAS.

NEW ENGLAND EFFORTS.

BURLINGTON, Vt., Feb. 11, 1892.
THE ART IN ADVERTISING Co.,
New York.

Gentlemen:

I have been quite interested in Art in Advertising. I notice your criticisms on different ads. in magazines, &c. I enclose copy of three cuts we are running, and propose to run these or others quite extensively the coming year. What is your criticism on these? Was quite pleased with your remarks on W. A. Babbitt's article for the prize competition. Mr. Babbitt is one of "my boys."

!We regret to say, Mr. Lord, we think them all rather poor. The Household memorandum book is the same old medical pamphlet, but you have not even cut the leaves. The poultry food circular is better, but they make dreadfully poor paper up your way, Mr. Lord.

ADVERTISING VS. METAPHYSICS.

Our old friend, Mr. W. A. Babbit, who

is interested to raise the standard of butchers' advertising, we have unwittingly benefitted:

Editor ART IN ADVERTISING:

Dear Sir:

Allow me to thank you for your very generous treatment. As the result of that ad. several local parties are negotiating with me already. I can't do much business now because I am tied down to metaphysics and the "theory" of morals; but later there will be a small hump developed up here in Vermont.

W. A. BABBIT.

AN ANNUAL PASS.

When we opened the letter printed below, we thought some kind hearted railroad friend had sent us one of those beautifully engraved annual passes which General Passenger Agents carry about in packs. The card which dropped out of the envelope was a perfect fac-simile of a swell annual pass. As we are not likely to be in San Francisco this week we will lend it to any subscriber who can use it.

SAN FRANCISCO, Jan. 18, 1892. Editor ART IN ADVERTISING:

Dear Sir:

I enclose a little document which is self-explanatory. We have issued to local and Eastern advertisers some 5,000 copies of this, every one of which goes out with the hope that the recipient will take advantage of the offer we make, and which I think has been made by no other American newspaper. This is not a case of "circulation books open to all," but it is a standing invitation to everybody to examine not only the circulation books, but the press and mail rooms, agents' books, paper accounts, and everything else calculated to demonstrate beyond doubt the actual circulation of the Examiner in all its editions.

Yours very truly,
THE EXAMINER.
C. M. Palmer,
Business Manager.





NO TRAMP NEED APPLY.

HE following letter was not addressed to us, but it is offered for publication by a well known company. We are forbidden to give the company's name.

Gentlemen :

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Please quote us your lowest prices and terms of payment for advertising 4 inch space, single column, in your journal, for the following terms: 3 months, 6 months, 9 months, 1 year.

The desirableness of occupying your columns in advertisement of the Pasteur Germ Proof Filter is sufficiently understood by us as to not require any extended encomiums from you, nor do we desire a personal interview from any of your representatives unless we hereafter may request it. Sufficient for the present will be your figures by mail.

Yours very truly,
The Pasteur Chamberlain Filter Co.

WE THINK IT CLEVER.

Editor ART IN ADVERTISING: Dear Sir:

What do you think of the enclosed little novelty in the shape of a railroad claim check? This is an entirely new thing, the proofs being fresh from the press. We would like to know what you think of it.

> Yours very truly, HOPCRAFT & Co.

COST AND RESULT.

We are indebted to a well known and reliable seedsman whose name is familiar to all our readers, for the following table. In his letter enclosing the table, he says: "The returns were carefully recorded throughout the (last) season, and the account here given is not rendered with any prejudice. However, I do not care to have my name given, as it might prejudice the

papers against me, and I do not wish this as I expect to use most of them in my advertising from year to year."

While the figures seem to indicate that most of the papers failed to show traceable returns equal to the expense, it is quite certain that the whole business was profitable, as the advertiser proposes to continue. In all tables it is but just to remember that but a small portion of the results can actually be traced or shown.

c	Cost.		Returns.	
Des Moines Register, Iowa. \$10	3 0	0	\$ 8	40
Pop. Gardening, N. Y 3:	2 0	0	18	30
Good Housekeeping, Mass 1-	1 7	5	3	60
Orchard and Garden, N. J. 2	0 0	0	12	90
Agri. Epitomist, Ind 3	3 7	5	53	40
Young Men's Era, Ill 19	7	5	3	90
Am. Bee Journal, Ill 19	0 0	0	7	50
Allan's Lists, Mo43	0 0	0	238	50
Am. Garden, N. Y 2	6 5	0	6	60
Housewife, N. Y 6	0 0	0	35	70
Examiner, (w'kly), N. Y 2	3 7	5	12	00
Agts. Herald, Pa 3	3 8	0	24	90
Conn. Farmer, Ct	5 1	5		90
Observer, N. Y 3	1 6	8	5	40
Union Signal, Ill 6	0 7	5	25	5 0
Am. Agriculturist, N. Y 8	0 0	00	30	30
Golden Days, Phil 3	6 0	00	32	10
N. E. Farmer, Mass	5 2	5	3	90
Cult. and County Gentle-				
man 2	4 8	4	6	00
Independent, N. Y 2	5 (00	4	50
Rural New Yorker, N. Y 2	5 2	4	7	80
N. Y. Sun, (w'kly), N. Y 3	7 5	0	10	80
Orange Co. Farmer, N. Y.	7 2	25		90
Prac. Farmer, Phil 1	9 8	30	12	90
Constitution, (w'kly), Ga 6	5 (00	23	40
Home and Farm, Ky 5	1 (0	28	50
Toledo Wk. Blade, O 6	2 (00	59	70
Household Companion, N. Y. 5	3 5	0	101	70
Youth's Companion, Mass 29	4 (00	300	80





HERE is a man named Green (without an extra e) born of poor but honest parents, who lived near Rochester, N. Y. He started in business as a farmer boy, and, strange as it may seem, made some

money by farming in the war times. This money he invested in a bank, and became its cashier. In 1873 he was married, and while on his wedding trip, the bank went wrong, and he was again in the position of the farmer's boy except that he was married. The above is personal, the rest is business.

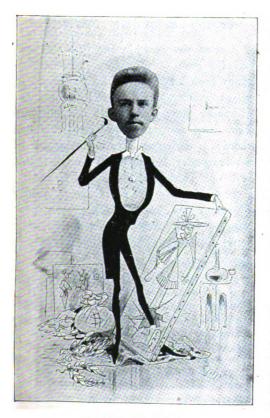
Finding himself without a dollar Mr. Green bought an old run-down farm, presumably with gilt edge promises. In his book "How We made the Old Farm Pay" he gives pictures of the whole business, including one in which he is represented doing the "Reveries of a Bachelor" act in a room occupied by himself and a sportive rat. goes on to describe his success with his garden, and his development of a seedsman's business. I had not intended to speak lightly of Mr. Green, but to call attention to the great interest which most people have in hearing how others succeeded. This biographical history preceds the regular seedsman's catalogue which he cleverly calls "How We made the Old Farm Pay."

..*..

I have often wondered why advertisers do not do this more. Mrs. Harriet Hubbard Ayer published her own and her family history at a dollar and a half a line, or paid more if necessary, and she made money. It is a little personal to her, surely, but certainly not more so than to gives one's portrait in all the newspapers and magazines. For instance, why should not Mr. Three-Dollar-Douglas, instead of his portrait, print an account of his early history, like a chapter out of Mr. Samuel Smiles' "Self Help."

Mr. T. D. Douglas began life, not as a shoemaker's lad as one would naturally suppose, but was brought up to the trade of cornet maker. Anybody who ever made cornets knows of the trials which are sure to overtake the youth who embarks on this profession. Young Douglas, with that sagacity which afterwards developed the enormous industry now occupying three whole blocks at Brockton, Mass., and employing 4,000 souls. male and female, soon saw that he could only expect a moderate and insecure living in the cornet business. Being always of a literary turn he bought a small country weekly, published at Lynn, Mass., which he managed with signal success. His best advertiser was a shoe-maker who used much space but did not pay his bills. Things went on in this way until young Douglas discovered that this one bill amounted to more than the entire value of his paper; he was thus forced to get a judgement against the shoemaker, and as his only way of collecting his money was to manage this shoe business himself, he dropped his paper and entered the trade in which he has long been a conspicuous and valued member. This in brief was not Mr.





CHARLES HOWARD JOHNSON.

Douglas' story, so far as I know, but his genuine career is doubtless a thousand times more interesting. Why does he not print it and sell more shoes?

It is with great pleasure that I present herewith what I believe to be the first portrait published of my good friend, Mr. Charles Howard Johnson, of *Life* and other periodicals. I can remember a good way back—all of four or five years—when Mr. Johnson lived in Kansas City, and asked from five to eight dollars a piece for his drawings, and even at this figure was permitted to keep most of his pictures in the West. He has deserved all the success he has gained. Though still very young he is

fortunate in being, like Mr. Gibson, free from the big head. He has kept his hard Western common sense, and is unusually popular among people who are best worth knowing.

PERHAPS a portion of Mr. Johnson's success has come about through good fortune as well as good work. He came on from the West at the right moment. Mr. McVicar had just been absorbed by Harper's, and Mr. Gibson was almost filling the paper. Of course Mr. Miller recognized a good opportunity, and took young Johnson in hand. One could not have a better teacher or adviser than J. A. Mitchell, of *Life*.

I AM glad also to be able to print a portrait of Mr. Frank W. P. Bellew, who is better known as "Chip," and may be considered more of a veteran in the field. Mr. Chip is a veritable funny man, while both Johnson and Gibson can hardly claim the first attribute of humor. Chip has more of the Opper or Haworth about him, though I



MR. " CHIP."

presume he would take my head off to be compared with these lights of whom at least one lives in Philadelphia. Personally, Mr. Bellew is a very good fellow; he is fond of a joke and laughs in a suppressed way; he is a perfect cyclopedia of jokes, and can spot a real chestnut before most people would know when to laugh.

In this connection I am reminded of a conversation of which I recently heard a snatch, when one man said to another: "I think Life is the best comic paper going." Which made me wonder what kind of a man it was who thought of Life as a comic paper. If there is anything comic in its tone I have missed it. Most of its artists never drew a comic picture in their lives; certainly there is not even humor in the designs of Van Schaick, Gibson, De Meza, Wenzell or Johnson, and I fancy this is what makes it successful. If a reader wants the comic and broadly humorous, he can get more of it and better in Puck or Judge. It is the cleverness and artisticness of Life which sells it, at least, so I believe, and Mrs. Fulkerson, who has just read this MSS., says I am right.

Fulkerson

REVIVE SCRIP MONEY.

Several times within the past ten years has the attempt to restore fractional currency been made, but without success. In all probability publishers feel the necessity of paper money in small denominations more than any other business, yet unless there is a crying need for it throughout the whole country, it is doubtful if a bill to that end could be successfully pushed forward.

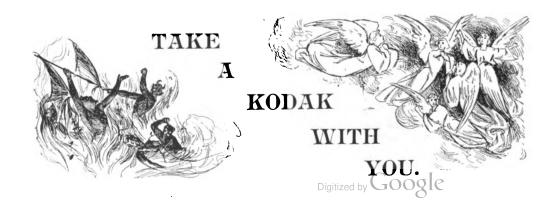
The situation outside of the publishing business is not one of which we can speak with personal knowledge, but the following letters in response to an inquiry from us throws some light on the subject:

GLASTONBURY, Conn., Feb. 5, 1892. ART IN ADVERTISING Co., Dear Sirs:

In reply to yours of February 3, we beg to say that we think it would be a matter of very great convenience if scrip money could be had in small denominations for use in mailing. We still feel the need of something of this kind.

Of course postal notes, in a measure, take the place of the scrip, but this involves an outlay for each note, which in the aggregate amounts to a large sum.

As to the best way in which to approach Congress on the subject, we would say that it strikes us if we were going to take the matter up, we should get an application signed by leading business men in Hartford and our community generally, also enlist the papers in agitating the matter, and bring the attention of our Congressman to the list of



prominent petitioners which we should furnish him. At the same time urge him to exert his influence in the matter.

Of course we do not know on what ground scrip has been retired, and what objection there would be to it by the government. It was certainly a great convenience in its day, and is very much missed.

Yours very truly,
THE J. B. WILLIAMS Co.

Boston, Feb. 4, 1892.

ART IN ADVERTISING Co., Gentlemen:

We are in receipt of your favor of 3rd inst., and while we have no suggestions to make as to the means of getting the subject of scrip money before Congress, we should be heartily in favor of its issue. We have quite a large mail business, and as a rule the remittance is less than one dollar. If postal notes are used it is an expense to our customers. If stamps are used, it is an expense to us. Of course one is no safer than the other, and neither are safer than scrip, but much less convenient.

Very respectfully,

THE ALLSTON Co.

Boston, Feb. 5, 1892.

Dear Sirs:

We are most assuredly interested in the restoration of scrip money. It would be a very great convenience to an immense number of people. Agitate the matter.

Sincerely yours,
SAMUEL WARD Co.,
S. Ward, Manager.

CLEVELAND, Feb. 6, 1892.

ART IN ADVERTISING Co., Gentlemen:

In reply to yours of the 3rd inst. would say that we are very much interested in the restoration of scrip money, and have been considering for some time whether something could not be done to bring it about. We know that a great deal of business in all parts of the country is dependant on remittances by mail, and at present stamps are the only thing that can be used for that purpose with safety. We see no good objections that can be

urged against the use of scrip, and think if all interested should make an effort, something might be accomplished in the way of having it issued again.

Yours respectfully,

THE CHANDLER & RUDD Co.

Спісадо, Feb. 8, 1892.

ART IN ADVERTISING Co., Gentlemen:

Replying to yours of the 3rd inst., would say that the restoration of scrip money in small denominations would be a very great convenience for many concerns like ourselves who are in receipt of mail orders containing money, and we would heartily endorse any action that would tend to bring about a limited issue of scrip of say the denominations of 50, 25 and 10 cent pieces.

Wishing you success in your endeavors, we are, Yours truly,

A. G. Spalding & Bros.

It seems to us, therefore, that if properly introduced and supported, a bill could be brought before Congress that would remedy this trouble. Exactly how to do this is a question. It will be useless to write letters to representatives and there let the matter rest. We have thought that a petition backed by a committee selected to confer with the treasury department might accomplish the result. The main point, we believe, is to give the movement strength and dignity, and for all whose interests are involved to act in harmony.

We shall be glad to hear from those interested, and if desired, will have a petition prepared and will furnish copies to firms and individuals who will sign and secure signatures to the end of bringing the matter to the attention of the treasury department. Those who will thus help the matter along are requested to send their names to this office.





THE DECAMERON OF BOCCACCIO. REVISED.

NOVEL I.

The Members of an Excursion Party Going Over the D. H. & N. G. R. R. Encounter a very Simple Person Among Their Number. Whereupon the General Passenger Agent Tells an Ingenious Tale Which Was First Heard in the Ark, but is Now the Exclusive Property of the Railroad Men.

Philostratus having concluded his novel which made the ladies sometimes blush and sometimes smile, the Queen ordered Franketto Seaman to follow, who began pleasantly in this manner: There are some people so perpetually quizzical that the life of their companions becomes an object of commisseration. This I shall show to be true by the following circumstance, which happened to the Prince of Chicago, John Sebastian. The prince's father, King St. John, fixed the seat of his kingdom as his predecessors had done, at Comoffiago on the shores of Lake Michigan. The affairs of the kingdom being now in a prosperous way by the good management of King St. John, it happened that a

tour of inspection was agreed upon, and among the holiday makers was a person of high rank, who asked all manner of leading questions. She was from Boston, and it being a Chicago road, naturally owned half the stock. She could not understand how the prince earned his salary; she never saw him do any harder work than draw a pass for someone he expected to work for a dozen times its value and was deeply perplexed in consequence. "Madam" said the Prince, "you know the law in regard to accidents? It's only \$5,000 fine for a dead person, and it may be \$50,000 for an injured; it's my business to go around and kill all the people who are injured."

NOVEL II.

An Equery Belonging to a Great Paper-Making Firm in the East Tells How it is that His Paper Never Prints Satisfactorily; Whereupon the Printer Discloses a Trade Secret in Like Manner, and the Publisher Learns a Thing or Two.

Franketto having finished his narrative, which caused all the company to marvel much at his nerve, the Queen commanded the Duke of Whitney to continue, who began cheerfully as follows:

Some people there are, who whilst they endeavor to get to Heaven themselves, inadvertently help others to get there also; which was the case of a neighbor of ours, as you shall hear. Near to St. Botolph, or Boston, as I am informed, there lived an honest man, and one of good substance by name Tilesworth. For many centuries he was known as a paper maker of much repute

and divers magazines used his product. It so fell out that a certain printer did not produce so fine a magazine as was his wont, and fell to berating this paper maker soundly. Whereupon the paper maker spoke to the publisher confidentially, of course, disclaiming any ambition to be quoted in this connection, that his printer was in reality a butcher, and that he ought to be cutting meat with an axe instead of spoiling paper that was fair to look upon.

Now the printer I trow, was a man of exceeding parts. For many generations had his family printed to the state [and well.



Desiring therefore to aid his client he confided to him in a burst of confidence, though of course he did not wish to be quoted in this connection, that his paper maker was in reality a butcher and ought to be cutting meat with an axe instead of making paper fit only for the rag-bag,

Whereupon the publisher embraced his two friends, settled his affairs of this, life, and went to sit between two grindstones till the end came.

STRAY SHOTS.

BY ARTEMAS WARD.

Some one suggested an Advertising College! What fun it would be to have a class on comparative advertising, or on the analysis of expense—on the development of publicity, and the conservation of the acquired product. Class in algebra, attention -let A represent the paper, B in the second power, the size of the advertisement, Cx the cost thereof-problem: to find the force which will be exerted by the aforesaid advertisement on a population of 100,000 people. Proposition in geometry (the real 'Pons Asinorum"): In ten years' time by an expenditure of one hundred thousand dollars per annum, a business has been piled up showing a yearly growth of twenty thousand dollars in gross sales; total expenditure in advertising, one million; present annual sale, two hundred thousand dollars; paying a profit of twenty-five per cent-query: how far has the transaction been profitable, and how much outlay will probably be required to keep the sale up to its present figure?

* * *

"I would that words could utter the thoughts that arise in me." If I had the readers of the advertising journals before me where I could talk to them, and where their

counter-arguments would inspire the dull gray matter of the brain, or if they would call at my forge where daily work makes the sparks fly, my stories of advertising would strike nearer the mark, and the stray shots become bull's eyes. A debating society or a quiz class should be formed!

* * *

From "the visiting delegation:" I can stand a good deal of pressure if it is civil—my very religion teaches the virtue of importunity—from Jacob, who would not let the angel of opportunity go until he had blessed him, down to the parable of the man whose larder was short when company had come, the Bible teaches that perseverance is a virtue.

* * *

THE surface of business is all that nine out of ten who are engaged in its work ever The merchant or manufacturer walks abroad in the business world just as the average man goes out on a clear night and says, "Beautiful starlight night," and looks at the heavens. Further than this, or possibly where the North star is, or the tracing of the great dipper, he neither knows nor inquires. The size, the distance, the relation of the great orbs of the heavens, are all as nothing to him. What the astronomer is in the one case, the student in advertising should seek to be in the other. The relations which bind the great divisions of modern society—the geography, the population, the growth of each section of the country, the vagaries of fashion, the values of different methods, all these should be deeply Above all, the real relation of the worker's little world to the great world of life and trade, should be accurately settled. "As one star differs from another in magnitude," so one field of effort may be narrow and another wide.

AMERICANS who go to London to advertise their wares in English markets are very quickly told that as the systems of advertising differ very much, it will be absolutely necessary for them to lay aside their American ideas, and take up those of Great Britain. Sometimes they resist, but they soon find the advice to be sound.

When English advertisers come to New York to enter the American market, they are unfortunately met in a different spirit. Their English methods are flattered, (reproduced and spread before a public not constituted to appreciate them.) It is high time that English advertisers in America should learn to recognize here what they so quickly realize in their own home—that a real American is far superior to a poor copy of an Englishman, and that these American flatterers, who make such evident efforts to please them instead of making their advertising pleasant to the people to whom it is addressed—prove themselves by their very actions to be without force of character or good business judgment.

Almost every condition of our advertising field differs from that of Great Britain—we have no such aggregation of weekly sheets as London can offer—but we have what they would call, "a provincial press," outnumbering theirs ten to one—fostered by government aid in the matter of postage, and read with an avidity unknown outside of America.

Quite a number of foreign houses have of late attempted the advertising markets of America, but I do not hear of any very great successes achieved. Before many years roll on, our European cousins will find that an out-and-out American system of advertising, administered by agents whose force of character rises superior to personal pettiness and fulsome flattery, will win a wide market for their products in this country.

AMERICAN postage laws, which are so administered as to give a practical subsidy to the newspapers, enable the advertisers of this country to avail of the press as a means of distributing their advertisements in a manner which is not possible in England. There the rates of advertising are comparatively higher, the attention received by the papers materially less, while on the other hand, the cost of white paper, printing and distribution of circulars or pamphlets, is so much lower than in America, that it often makes distribution the cheaper means of the two.

AMONG THE LITHOGRAPHERS.

THE Lithographic Trust is now an accomplished fact and the company represents a capital of \$12,000.00. It includes Knapp & Co., Geo. S. Harris & Sons, the Giles Company, Donaldson Bros., G. H. Buck & Co., Heppenheimer & Maurer, Schumacher & Ettlinger, Witsch & Schmitt.

The purpose of consolidation is for the reduction of expenses and the more economical handling of the business. One result already secured is that the various firms having branch offices will be enabled to make one general office answer the purpose and the saving in this one item alone to the Philadelphia firm of Harris & Sons, for example, will be over ten thousand dollars per annum. Then again the enormous cost of sketches will be materially reduced, as the trade will be handled under one executive head, and the buyer instead of having his pick from a dozen ideas will probably find it reduced to one or two, or, as I have suggested before, will place his order with the understanding that a suitable design will be furnished.

The prime mover in this consolidation has been Mr. Geo. T. Harris, head of the large

Philadelphia house of Geo. S. Harris & Sons. He is a young man of about thirty-five years of age and has plenty of ambition. His business is perhaps the largest of the consolidated companies though not of such a fine grade throughout as Knapp & Co.'s. Mr. Jos. F. Knapp will probably be the President of the new company and Geo. T. Harris the Vice-President. Donaldson Bros. were the first to realize and reap the benefit of the great lithographic boon in advertising novelties years ago and doubtless the diminished profits of to-day as compared with old time prices have done much to induce them to attempt a revival of bygone profits.

Doubtless the competition of late has been enough to make a change desirable. Yet there are too many firms outside the Consolidation to make any great advance in price either wise or practical. The J. Ottman Co. in New York are out of it, so is the Forbes Co. of Boston, to say nothing of a host of other minor firms who are able to figure, even if unable to do the work. I have never thought it wise to make a close communion service till all the congregation were in their places.

However, Mr. Giles, Mr. Mills, Mr. Griffiths, Mr. Fiske, Mr. Adler, Mr. Harris, have my best wishes for an increased business under the new regime and I wish them bigger commissions than ever. They are all great hustlers and deserve all the orders they get.

I presume another important factor in their determination has been the success which has attended a similiar organization on the part of some of their best customers, like the thread men and the cigarette men. Neither of these interests are anything like the consumers of lithographic work they once were, and that fact doubtless did much to make the present movement a success.

Several times it has been attempted before but without result.

The class of work used by the lithographic consumer is of so much higher grade now that it calls for no little amount of ingenuity to secure an order. The idea must be there first of all. Then it must be so interpreted as to appeal to all classes alike. Some of the show cards and small books which I have lately seen are of a genuinely high order of brain work and are a credit to the profession in every way. Perhaps at some future time I may be able to show some striking designs.



OLIVER FLOORWALKER.

PRACTICAL.

Daughter: "He says he worships the ground I walk on."

Farmer: "He does, eh? Then p'raps he'll help me to pay off the mortgage on it."



SNAP SHOTS BY THE OFFICE KODAK.



"Spring, spring, beautiful spring!"
With a mattress combined you're a mighty good thing.

CRUEL.

Professional Humorist: "It's singular, Miss Highlow, but when I'm sad I usually write something that's particularly funny."

Miss Highlow: "What a happy nature you must have, Mr. Toploft."

OVERHEARD IN THE STUDIO.

- "Why does he call it the broad style?"
- "Because he acquired it abroad, I suppose."

SMART.

She: "What kind of an instrument is a hurdy-gurdy?"

He: "I really couldn't say; I don't think I ever heard a gurdy."

VALUABLE INFORMATION.

Distinguished Author (at conclusion of address to young ladies' literary society): "Now if there are any questions you would like to ask, I shall be most happy to answer them."

Feminine voice from rear of hall: "Er—what kind of a pen do you use?"

A CHANCE ACQUAINTANCE.

- "What's your trade, sor?"
- "I'm a landscape painter."
- "You don't say! I've got a son in the landscape business."
 - "Painter?"
 - " Naw-gardener."

EXCUSABLE.

"If her married life is unhappy, she has only herself to blame. She went into it with her eyes open."

"Yes—but poor thing, she is so terribly near sighted."



COUNTING NOSES

INEXCUSABLE.

He: "Dear Miss Daisy, I can find no words to express my feelings—"

She: "Oh, fie, Mr. McGurk; not even in the Century Dictionary?"

E. L. SYLVESTER.



ADVERTISING—SCHOOLS.

THERE are few things more difficult to advertise than a school, and to do it well has fallen to the lot of the very few. To be sensational is fatal, and yet to be too modest is, in most cases, to waste money. To be dignified is absolutely necessary.

The impression that the only real gentlemanly way of advertising a school is to take a four or five line space in a magazine or newspaper "School Directory," has always seemed to the writer most unfortunate, notwithstanding its overwhelming popularity. The desire to put one's institution on the dead level with all other private schools is, to begin with, quite remarkable.

Look, for instance, at the school pages of the Century and Scribner's; a majority of the cards say absolutely nothing descriptive of the school beyond its general classification. Now and then some principal will break over the line and print an illustration of the school building—St. John's Military School and Hellmuth College are examples, and they are ten times as conspicuous upon the page as the others.

Perhaps one of the most successful institutions ever known, successful, at least, in that it has exerted a tremendous influence, is the so called Chautauqua College or Reading Circle. While it must be admitted at the outset that the success of this movement can hardly be compared with the conditions which beset the private school advertisers, I believe that its methods afford a valuable suggestion. The Chautauqua people have tried to get people interested by putting forth the attractive features of their classes, whereas the average principal is satisfied simply to put himself on record as being still in the business—as the merchant would say, "At the Old Stand."

"Next school year begins September 29."

"Twenty-sixth year," &c., &c. Some of these pet expressions are sure to be found in nine-tenths of all the school announcements. Here is an example:

The Cambridge School.

Private—for girls—20 Mason Street, Cambridge.

Too private even to give the State. This sort of advertising may inspire confidence as the announcement of a universally known school, but to assume that everybody knows about this particular Cambridge school is simply preposterous.

If the proprietor of a school advertises to secure pupils, why should he not set forth the best reasons he can think of why scholars should be sent to him, and do it as attractively as possible?

The medium to be used is, of course, a harrowing question. It is assumed that the journals only of a high class are ever considered. Daily papers are perhaps good, but weeklies are surely better. For the colleges or higher schools a paper like the Nation would seem ideal, though its circulation is probably not large. A religious paper, like the Evangelist, the Christian Union, the Christian Intelligencer, would perhaps be even a better medium for the less advanced schools, or where cheaper tuition is an attraction, and so it goes. magazines, while their space is most expensive, are unquestionably of great value, and in my opinion three fair sized and attractively prepared advertisements are worth much more than a small card the year round.

Did any one ever see in the magazines a school advertisement with a pretty border or initial, or any of those clever devices which other dignified advertisers use to call attention to what they have to say? And if not, why not?

L. E. P.

THE REVIEW OF REVIEWS.

ONCE upon a time, and not so very long ago either, the really good advertisements to be found in the advertising pages of the magazines were as few and far between as the oases in the desert. And what, by the way, could be more suggestive of a desert than that great expense of dead level advertising, representing such quantities of good sand gone to waste? To-day there is a difference. The desert remains, but the fertile spots are more numerous.



The above reflection is suggested by a glance through the March numbers of the magazines—now upon my desk. There is so much to commend. Such a general improvement, from month to month, in these advertising pages, that one feels tempted to overlook the inanities and antiquities, and to skip good-naturedly along to what is more pleasing and attractive.

In Harper's we note the full page of Burley & Co., (Chicago), clean-cut and to the point, and that of the Nutriment Co., introducing us to a new fluid-beef girl. The girl is pretty, but the idea so threadbare, that one begins to think the public refuses to have its beef tea at all unless assured "first off" that it is approved by some good looking woman.

Another full page is occupied—not very brilliantly—by Lundborg's Perfumes, while B. T. Williams conveys his information to the public within the confines of a heavy black border, representing, doubtless, the grief he feels for those who use any other than the Yankee Shaving Soap.

Among the attractive half-pages are those of the Gorham Manufacturing Co., the United States Printing Co., with a well drawn illustration, and the Whiting Manufacturing Co. The Torrey Razor Co.'s half-page is trivial and ineffective.

"Dorflinger's Cut Glass" occupies a smaller space, but is neat and artistic. Most of these advertisements appear in one or more of the other magazines.

In Scribner's we notice the half-pages of Zeno & Co.'s "Heather Bell" perfume, "Good Roads," and the Standard Manufacturing Co. B. A. Elliott uses a pretty bit of decoration. Among the smaller advertisements deserving special comment are those of Hawkes' Cut Glass, the Manhattan Life Ins. Co., Miner & Rossiter, and Arthur Hinds & Co. The quarter page of Humiston, Keeling & Co. is commonplace.

The piano men are to the fore as usual, but with a wide difference in their manner of addressing the public. The Everett occupies a small space, but the illustrations are invariably excellent.

The Chickering Co. appears suddenly after a long silence, and in a decidedly tame full page reminds the public of their (the company's) reputation, their honesty, their

sixty-nine years of experience in the business, and their sixty-nine minutes of experience in advertising. There is something suggestive of a Rip Van Winkle snooze in this sudden reappearance.



The Adamant Wall Plaster Co. have a too-crowded page in the *Century*. Geo. Batten, religious paper advertising agent, blows a resounding blast in his own behalf through the same medium, while the Rural Publishing Co. have an odd looking, but rather pretty half page.

The Victor Bicycles are given a three-storied, full page send-off in each of the magazines. The border of conventionalized tadpoles is gruesome and unpleasant, but otherwise the page will pass.

The Pope Manufacturing Co. announces a new wheel dubbed "The Century." "Our special contribution," they say, "to American productions for this 400th anniversary year."

We do not take kindly to the page offered in behalf of the "Lovell Diamond Safety." We don't approve of the top-heavy, stunted looking gentlemen in the picture who seem to be endorsing it. Why is it, by the way, that some bicycle company doesn't give us, for a change, a picture of a real manly, handsome rider. So far we have had to put up with such a lot of muffs, toughs, and hair dresser's dummies, that we wonder it doesn't kill the trade outright.

Probably the most dainty and attractive advertisement of the month is that of the "Great Divide." What could be more alluring than the headline, "HE WAS SKINNED ALIVE," or the picture of a very rigid man suspended by the neck from the cross piece of a telegraph pole? The Cuticura people should look to their laurels.

The pages reproduced to accompany this article are both artistic and effective specimens of advertising. The silhouette from Vick's three-quarter page is cute and catchy, and shows how the changes may be rung on "Only a Pansy Blossom."



THE MAKERS OF JUDGE.

There are three Arkells in Judge—the two boys and the Senator. The Arkells are a singularly interesting family, and some day we may be able to tell a little more about them. The backbone of Canojaharie has moved to 5th Avenue and 16th Street.

THE SALE ON NEWS-STANDS.

WE have been spending a month in trying to find out how the different periodicals sell among the newsdealers. We have spent so much time that we are going to give the results of our studies, but we don't expect any one to draw important deductions from the figures, as any such average must be imperfect.

We have met some extraordinary showings through our applications to newsdealers —numbering in all about one hundred, but of these we will speak in their places.

The sales reported on each periodical have been added up and divided by the number of dealers handling them, which will show the average sale for each dealer. It may be said that the better class of dealers were approached in all cases, which may have had some influence upon the returns, for which each reader can judge for himself. The figures, when nearly complete, were shown to the publishers of the different papers, so that any point they wished to make might be noted.

THE CENTURY.

First on the list in almost all cases stands the *Century*, with an average sale of 105 copies.

The universal report was that the Century was a steady "seller," but that the demand is not equal to the war article time.

In the West particularly, the sale is larger; we notice that in Minneapolis twice as many copies are sold as of any other magazine of the class; on the other hand, in New England, it is not much above Harper's or Scribner's.

These figures were shown to Mr. Geo. H. Hazen, of the *Century*. He seemed satisfied with them, and in reply to a question as to

the number of subscribers the magazine had, said that he did not care to make any statement for publication.

HARPER'S MAGAZINE

stands next, and its average sale was 81.

The circulation seems to be generally and almost evenly distributed, the one exception being the unpopularity in strong Republican quarters. Harper's in Minnesota, and to a less extent perhaps in some Southern States, seemed weak, but the sale in the East, and especially in the New York district, appeared to be very large. It is just to say that for many years the Harpers have stood out against the return privilege, and this has not tended to make the magazine popular with the dealers. However, we understand that the magazine is now returnable.

Mr. Drisler of Harper's, did not think our figures of much value, and said that the replies were insufficient to make a fair representation. He also said that the subscription list was very large, but did not care to give figures for publication.

SCRIBNER'S.

The third on the list was Scribner's Magazine, with an average sale of 70.

If any deductions could be drawn from the figures, it would seem as though New England was Scribner's stronghold. In Boston the sale indicated by the list was particularly large, and in some cities in the South—in small country places, both East and West, the circulation did not show strongly, but in the large cities the returns were good. Mr. Doubleday, business manager, when shown the figures, had, he said, no special comment to offer. "I don't think," he remarked, "the showing is bad for a magazine five years old, especially when you

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consider that we used about 60,000 copies in the mail room for subscribers this month."

THE REVIEW OF REVIEWS.

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Perhaps the most surprising result from our examination was the sales reported of this new magazine, hardly more than a year old. The record showed its average sale as 44.

It has sprung up almost without the trade being aware of its existence. Six months ago the figures would probably not have been above 20 copies to a dealer. Its best sale seemed to be among the largest dealers, at the railroad newsstands, and where men are the chief customers. We noted particularly that in Chicago and Milwaukee its sale was very great compared with the demand elsewhere. Mr. Gates, the business manager, vouchsafed no information about the subscription list, but seemed to think the showing was satisfactory.

THE COSMOPOLITAN,

which is next to the the youngest magazine on the list (or at least, under its present management), showed an average sale of 42.

In the West and in New York the sale appeared to be least; of all single cities, however, Denver, showed the best average, probably because of the popularity of its editor and owner in that country. In New England the sale seemed not to be proportionately so large, but in some of the Southern cities it stood high. In the reports, from Georgia, for example—it sold more than Harper's, twice as much as the Review of Reviews, and about equal to Scribner's. Mr. Wilson when shown the list said that the effort had been to push the subscription list and not the newsstands. "In small country towns," he said, "the copies subscribed for

was remarkable, when the number of people was considered. The subscription list numbers 60,000, and 40,000 are sold on the newsstands."

LIFE.

The returns were very favorable to this paper, possibly because the dealers answering sold to the highest class of trade. The average was 46.

In the far West and South both Puck and Judge stood vastly higher than Life. For example, a dealer in Georgia sold 100 Puck, 70 Judge, and but 30 Life. On the other hand, at a popular newsstand in Boston, the dealer sold 140 Life against 90 each of Puck and Judge. It is possible also that Life's colored contemporaries may have larger mailing lists, but nothing was vouch-safed as to this. Mr. Miller, business manager of Life, remarked that he could give us a list of newsdealers which would show even better reports for him. We thanked him, but preferred to go at random.

PUCK,

with its English and German editions, seemed to be in great luck among the dealers who reported on it. The average was 45.

About New York and generally in the East, the sale was large. In Chicago some dealers seemed to think its politics had influenced the demand, but in the South it stood above everything, and in the Western Southern States, in German places like St. Louis, it was shown to be extremely popular. Mr. Wimmel did not show any particular interest in the figures. He said that Puck is a good paper, that its readers buy it regularly, and he was satisfied. Some dealers, it should be stated, spoke of the great demand for the Christmas issue of Puck.

JUDGE

Came to the front with a smile on his face, and a surprisingly good showing of an average of 41. In the country cities Judge is particularly strong, and singular to say, its sale in the South was unusually good. When shown the figures Mr. Arkell said he had nothing to say, and then went on to say a great many things. The principal point he wished us to understand was that he'd break down half the newsstands in the country if they tried to carry all they could sell of Judge during the coming campaign.

THE LADIES' HOME JOURNAL.

Finally we reach the ladies' Philadelphia organ which has been pushed on the newsstands only a year or so. Its average is 95.

We are in a position to give Mr. Curtis some valuable information, i. e.: The newsdealers in great cities sell the Journal largely, but we find a surprising number of dealers in smaller towns who do not carry it at all. Even so near at home as Connecticut, and in such a live State as Illinois. Of course the newsdealer is a drop in the bucket with the Ladies' Home Journal, the list being over half a million, we believe. As Mr. Curtis lives in Philadelphia, he was not asked what he thought of the showing.

In conclusion we may say that we trust the figures will please everybody, though we fear they will please none. We do not claim that they are any more than straws to show which way the wind blows, but they interested us, and we hope they will the readers.

"THE GREATEST____IN THE WORLD."

BORROW from Drummond, you see.

I do so to designate something new in advertising for the masses.

"Advertising for Retailers" appeared in your Christmas number. It was sensible. But I wish to introduce to you a successful man whose methods will be a revelation to the advertising profession.

This man is not myself. I will not play my own initials very prominently, although I see it is the correct thing for advertisement writers to stick their frowsy scalps all over with the laurels won by the houses they are with. I am the writer of the advertisements for the house of Posner, in Baltimore—the largest retail store in the South. Mark, I am the writer. I underscore that and come to a full stop.

Mr. Samuel Posner, the founder and builder of the house, is the parent of its policy. The owner of a newspaper is the dictator of *its* policy. Well, in Posner's business I am "principal editorial writer."

In Posner's there is one individual immediately in "touch" with the people—the proprietor. And from the people he derives the inspiration for his policy. And that inspiration he communicates to me, and together we execute some effective advertising.

From early morning until closing, daily, Mr. Posner is upon the floors of the house, brushing against people, in contact with all classes of shoppers. He is, by nature and from habit, a listener and an observer. We have an average of 30,000 visitors and shoppers daily—men, women and children. Amongst this vast throng the head of the house circulates constantly, hearing their praises, listening to their criticisms, observing changes of countenance, overhearing discussions between customers and salespeople, studying dispositions, penetrating character, and absorbing from 1,000 to 10,000 opinions daily, or as many as his mind can grasp.

You see the drift?

By night-fall he has hundreds of catchlines, hundreds of head-lines, hundreds of strong sentences—all quotations from, or suggested by, the visitors of the day; and obtained by being devoted to the very commendable pursuit of attending to business.

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Mr. Posner can study people. I cannot. He is with them. I am not. He is downstairs in their midst. I am upstairs receiving solicitors, making contracts, giving information, and occupied officially. But, when we come together at the close of the day, I become the listener and he the talker; and in the morning papers the people read those very "day-after-day" utterances which seem so familiar to them, but which they forget having used themselves.

Our advertising is taken from the people's own lips, their own ideas, and then restoring them to their minds again by another channel; and people always recognize and bow to an acquaintance of thought.

What people think they like to have others think. And proof abounds for sustaining the people's ideas in all things. It is the policy of a successful business. Merchants do that when they buy goods. They aim to touch the popular fancy. We do it in our advertising, which is only an auxiliary agent of our business.

Nothing impresses anyone reading a newspaper like a thought they have had themselves. They will read it over twice. We have thought of that, and, especially as some "ads" are so thought-barren as to expire of inattention. Tell people what is already in their minds, and they will read it from pride and believe it from conviction.

Now where does "the greatest in the world" come in. Posner's advertising policy is that "greatest." Who will venture to array himself against the people, and deny it? We are (and we propose to remain) in

the current with the people. It is the great secret of success in retail business; and if you would succeed in anything, it is the "greatest thing in the world" to "stand in" with the people.

Will you allow me, as I rise to the surface for one long breath, to enquire of some of these self-opinionated writers of advertisements on what meat they feed that they have grown so great? Napoleon, without followers, was glad to have a sea-washed rock to die upon. And they, if they keep on vaulting with a pole of an over-conscious genius, will find the backs of a disgusted public the last outlook of their expiring prestige.

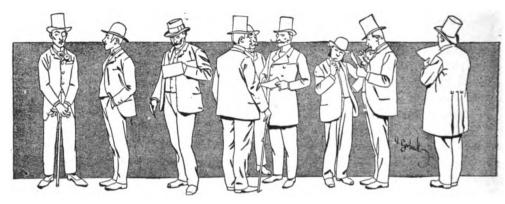
Stick to the people. Believe in the people if you want them to believe in you.

L.

MEN TO SEE.

Did you ever see H. C. Brown? No? Well then, you want to see him P. D. Q. Call upon him at his palatial Fifth avenue office, and if perchance you find him in (for there are occasions when he is found out), he will greet you with a jovial and ear splitting shout, accompanied by an ingenuous but becoming blush—and if you are a stranger, as I take it you are, he will make you feel perfectly at home by ignoring whatever claim you may have to a title, and dubbing you plain "Smith" or "Jones."

Mr. Brown is a young man of many lovely and admirable qualities. His keen sense of the artistic and beautiful finds a varied expression in his neckties. The latter do not always harmonize with the color of his mustache, but when you meet the guileless glance of his beautiful eye, all else is forgotten. Call and see him. Call early and avoid the rush.



MAN ABOUT TOWN.

MR. JOSEPH RUSSELL, at the American Bank Note Company, is rather a pleasant man to meet, and when he can't do business entertains the pilgrim with tales about how a poor job will pass muster with their magic imprint on, while a good one without it, won't.

* * *

Another man who, like Mr. Russell and Mr. Shakespeare, knows the value of reputation, is Mr. C. B. Reynolds, of the ancient and honorable *Forest and Stream*. He knows the *Forest and Stream* has been accustomed to appear like Banquo's ghost, but somehow or other it has the confidence of the sporting public, and I believe if they printed it on yellow butcher paper it would still be eagerly sought for.

However, Mr. Reynolds is alive to the exigencies of the hour, and is improving his paper typographically and artistically with every issue. Another year of the late progressiveness and the *Forest and Stream* will be out of sight—which means, I believe, in more cultured vernacular, that it will have a cinch on the hull shootin' match.

* * *

Mr. J. C. Harvey, of the United States Book Co., is employed in the cheerful occupation of making Mr. Green's American Book Co. stand on its head occasionally. To the ordinary observer this might not seem a very profitable undertaking, but if you have ever observed a man in this particular attitude, you would probably notice that he drops a few pennies every time he does it. Mr. Harvey is a worker.

* * *

MR. STANLEY COHEN, of the Consolidated Card Co., has written a touching little poem entitled "I held a little hand in mine." Tears came to my eyes as I read that his full house encountered a royal flush. But "'twas ever thus," as Byron says, and he is not the first man to love a fond gazelle and then have it die on the premises.

* * :

MR. ARTHUR RANDOLPH, of the well known Twenty-third street book firm of Anson D. F. Randolph & Co., whose productions are always dainty and artistic, has much of the detail connected with their manufacture under his care. Mr. Randolph is assisted by Mr. Herrick, and between them they manage to worry along. If anybody has a new idea in book making there's the place to find a market.

O. F.



--------The Massachusells Mulual The Life Busurance Company. CLINTON J. EDGERLY Special Agt., 10 West 23d 9t Peb. 18th, 1892 Mew Fork Sity. Fruits of Mr. T. F. Sykes, Advertising Mgr. "Life", 28 West 20rd St., City. Advertising Dear Sirt-You may be pleased to know that as the result of our Half Page Advertisement in the issue of "Life" for Pebruary 11th, I have already written and delivered One, (1), Policy for Ten Thousand, (\$10,000.00); a result which is as pleasing to the in Massachusettes Mutual Life Insurance Co., as it must be to "Life" Chutmy Edguly Agust "Life."

TO MAKE YOUR SCHOOL KNOWN

IN

One-Hundred and Thirty-five Thousand Homes

Insert your announcement in the Educational Directory of

Scribner's Magazine and The Book Buyer

RATES AS FOLLOWS:

Magazine and Book Buyer Combined, \$1.35 per line.

SEND FOR BOOKLET "IN THE HOME."

CHARLES SCRIBNER'S SONS,

743-745 Broadway, New York.



(FOUNDED BY THURLOW WEED IN 1830.)

THE LEADING AFTERNOON DAILY

STATE CAPITAL.

WE DO NOT CLAIM

63,000 Circulation,

BUT WE DO GUARANTEE THAT

THE ALBANY JOURNAL

REACHES a larger number of sound, sensible, intelligent readers among the Business Men and Families in this city and vicinity than any afternoon paper in this section of the State.

A DVERTISING RATES are surprisingly low, considering the standing and circulation of the paper.

IF YOU wish to reach the FARMING COMMUNITY try a short time "AD" in the ALBANY WEEKLY JOURNAL, circulation over 40,000 copies weekly. Rates very low, considering the vast number of purchasers reached. Address,

THE JOURNAL CO., ALBANY, N. Y.

THE STATE OF KANSAS

Is thoroughly covered by the Daily and Weekly Editions of

The Topeka Capital,

For Terms or Space, Address

The Topeka Capital Co., Topeka, Kansas.



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CHOOLS

should advertise in "KATE FIELD'S WASHINGTON," because it's readers can afford to pay

for their children's education. If you want more information, write to

39 CORCORAN BUILDING, WASHINGTON, D. C.

WHEN seeking scholars for the next school year your announcement will reach heads of families with Announcement will reach heads of families with children to educate and the money to pay for it if placed in these papers. They are the acceptable messengers to give widest service at least possible cost: Sunday School Times: PHILADELPHIA: PRESBYTERIAN, LUTHERAN OBSERVER, NATIONAL BAPTIST, CHRISTIAN STANDARD, PRESBYTERIAN JOURNAL, REF D CHURCH MESSENGER, EPISCOPAL RECORDER, CHRISTIAN INSTRUCTOR, CHRISTIAN RECORDER, LUTHERAN. BALTIMORE: BALTIMORE BAPTIST, PRESBYTERIAN OBSERVER. There is a special low rate for schools.

THE RELIGIOUS PRESS ASSOCIATION, 2000 Chestinut Street, Philadelphia, Page Chest

1200 Chestnut Street, Philadelphia, Pa.

IN ITH a national circulation of over 160,000 copies

THE SUNDAY SCHOOL TIMES reaches adults only—parents with children to educate. It is read by ministers, Sunday school superintendents and "where shall we send our children to school?" comes up for discussion. Those who have tried it commend it highly as a medium for school announcements. There is a

special low rate for schools.

THE RELIGIOUS PRESS ASSOCIATION,
1200 Chestnut Street, Philadelphia, Pa.

GOLDTHWAITE'S

Geographical Magazine

CIRCULATION UNIVERSAL.

FASHION LEADERS.

L'Art de la Mode 35,000 20,000 Revue de la Mode, Mirror of Fashions, 15,000

Combined rate, 55 cents, 70,000 LARGE SPRING ISSUES NOW CLOSING. ORDER AT ONCE.

Advertising Department, 51 and 52 Tribune Building, New York.



HE NEW HAVEN NEWS

Goes into more HOMES than any other paper published in Connecticut. It is essentially

A FAMILY JOURNAL

It circulates very largely throughout New Haven County and in various other portions of the State. Undisplayed advertisements. One Cent per word, nonpareil.

AUSTRALIAN. Before fixing up your Australian contracts for advertising, we should like you to write to us for an estimate. We ing, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can lo advertising cheaper than any other firm at a distance. All papers are filed at our bureau and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. F. T. WIMBLE & CO., 369 to 373 George St., window. Australia. i century. F. T. V. Sydney, Australia.

Parcels of valuable mail to you, also your address in the Gummed Directory, and 500 of your boldy printed and Gummed addresses, postpaid, to you, all for 25 cents. Yours free if you send four orders and \$1.00 in the same letter.

LOWER PROVIDENCE, Pa., Dec. 11, 1891.

DEAR SIRS—I had my name inserted in your Directory

wo months ago and up to this time I have received over

400 parcels of mail, many papers and magazines that I
have often paid 25 and 30 cents apiece for. It has paid me wonderfully

M. ELMER RAMBO.
American Mail Co., 123 N. 8th St., Phila., Pa.

Monthly Magazine Travelers. The new-THE TOURIST for Travelers. The new-est thing out. Utica, N.Y.

P. F. McBREEN.

Send to us for prices of

Electrotypes

Art in Advertising Co.

HOME-MAKER MAGAZINE; new management; the only organ of the "Woman's Federated Clubs, the strongest organization of influential women known. Send for the new HOME-MAKER and advertising rates.

THE GOOD THINGS

we have to sell.

Vol. I. and II. can be had mighty interesting book.

BOUND VOLUMES

in single binding. It is a **Price**, \$2.00.

A selection of types approtisers. Each type specimen name. It also contains some preparation of copy.

TYPE BOOK

priate to the use of adverhas its proper and technical very good pointers about the **Price**, 25 cents.

Electrotypes of covers and sold at prices that should many illustrations used in would be useful to advertiser

ELECTROTYPES

miscellaneous engravings are interest you. There are ART IN ADVERTISING that

would be useful to advertisers; the covers would make fine catalogue designs. Particulars on request.

We have just received a tralia telling about a stiff his ART IN ADVERTISING in

THE BINDER

letter from a man in Auscover he had made to keep good condition; he evidently

did not know about the binder. Don't go to the trouble and expense of having a binder made.

Price, 60 cents.

If you want to interest advertisers let your advertisement be reprinted in ART IN ADVERTISING. We do not promise 50,000 sample copies (we don't believe in them), yet we guarantee to reach the leading advertisers, as they are paid subscribers.

ADVERTISING RATES:

\$75.00 second and fourth cover pages, per month.
50.00 inside page, \$12.50 inside quarter page,
25.00 " half page, 5.00 " one inch.
35 cents a line.

10 per cent. for yearly contract.

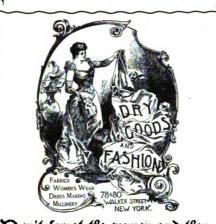
ART IN ADVERTISING CO.,

80 Fifth Avenue, New York.

THE TOURIST, Utica, N. Y. Have you seen it?

Digitized by Google

Assets.



It 15 1

\$2,00.

of adver-

technica

about the cents.

avings are

here are

SING that

Particulars

in Aus

e to keep

evidently

a binder

cents.

on't forget the women and thep : : won't forget you : :

Get on good terms with them by using one of their favorite papers,

Dry Goods and Fashion

RATES AND SAMPLE COPY ON REQUEST.

78 & 80 WALKER ST., NEW YORK.

The Magnificent EASTER Number of

with a beautiful Illuminated Cover, will go to press on March 19th. It will contain the commencement of a new Serial Novel by either one of the three following immensely popular authors, Anna Katharine Green, Harold Frederic or Maurice Thompson, a Complete Easter Novelette by Mrs. Amelia E. Barr, and much novel and brilliant Easter literature, making it one of the most attractive numbers of the LEDGER ever issued. TA VERY LARGE EXTRA EDITION WILL BE PRINTED, BUT THE RATES FOR ADVERTISING ARE NOT INCREASED. Orders and copy should be sent at once, in order to secure insertion. Nearly two pages were left out of the Christmas Number for want of space. Address Edward P. Cone, Advertising Manager, William and Spruce Streets, New York City.

THE MUTUAL LIFE Insurance Company of New York

RICHARD A. McCURDY, PRESIDENT. Statement for the year ending December 31, 1891 \$159,507,138 68

Reserve on Policies (American Table 40/0) \$146,968,322 00 Table 40/0)
Liabilities other than Reserve. 507,849 52 Surplus,
Receipts from all sources,
Payments to Policy-Holders,
Braks assumed and renewed, 12,030,967 16 37,634,784 53 18,755,711 86 194,470 policies, - - - Bisks in force, 225,507 policies, 607,171,801 00 695,753,461 03 amounting to

Note. - The above statement shows a large increase over the business of 1890 in amount at risk, new business assumed, payments to policy-holders, receipts, assets and surplus; and includes as risks assumed only the number and amount of policies actually issued and paid for in the accounts of the year.

THE ASSETS ARE INVESTED AS FOLLOWS:

Real Estate and Bond & Mortgage \$81,345,540 48 Loans, - - - - - - United States Bonds and other

Securities, - - - Loans on Collateral Securities, 57,661,455 78 10,223,903 90 Cash in Banks and Trust Compa-nies at interest, - - -5,070,158 08 Interest accrued, Premiums De-ferred, etc., - - -

5,206,085 49 \$159,507,138 68

I have carefully examined the foregoing statement and find the same to be correct.

A. N. Waterhouse, Auditor.

From the Surplus a dividend will be apportioned as usual.

REPORT OF THE EXAMINING COMMITTEE.

Office of The Mutual Life Insurance Company of New York. January 25, 1892.

At a meeting of the Board of Trustees of this Company, held on the 23d day of December, ultimo, the undersigned were appointed a Com-mittee to examine the annual statement for the year ending December 31, 1891, and to verify the same by comparison with the assets of the

Company.

The Committee have carefully performed the duty assigned to them, and hereby certify that the statement is in all particulars correct, and that the assets specified therein are in possession of the Company.

In making this certificate the Committee bear testimony to the high character of the investments of the Company and express their appro-bation of the system, order, and accuracy with which the accounts and vouchers have been kept, and the basiness in general is transacted.

> H. C. VON POST, ROBERT SEWELL, GEORGE BLISS, JULIEN T. DAVIES, J. H. HERRICK, D. C. ROBINSON, JAS. C. HOLDEN.

ROBERT A. GRANNISS, VICE-PRESIDENT.

WALTER R. GILLETTE, General Manager. FREDERIC CROMWELL, Treasurer. EMORY McCLINTOCK, Actuary.





Is to "wait and climb on the LOADED wagon," should read the statement of average sales of magazines on another page, entitled, "News-stand Sale of Periodicals." They should also, themselves, make inquiries of newsdealers. They would discover that the wagon is loaded, and

IT IS TIME TO CLIMB ON.

FOR RATES, Ac., ADDRESS
HE REVIEW OF REVIEWS,
13 Astor Place, New York.

THE MAYFLOWER

REACHES the homes of 300,000 well-to-do, intelligent families every month and is read by people of culture, refinement and wealth.

CIRCULATION 300,000 COPIES, PROVED, EVERY MONTH.

A HANDSOME ART FLORAL PLATE IN EACH NUMBER.

We have an announcement of interest and importance to make to proprietors of schools.

Advertising rates furnished by any responsible Advertising Agency or by the publisher.

THE MAYFLOWER,

E. C. VICK, Advertising Manager.
FLORAL PARK, NEW YORK.

The Albany Express.

THE ONLY MORNING NEWSPAPER

PUBLISHED AT THE STATE CAPITAL.

CIRCULATION 9,300 DAILY.

The Best Advertising Medium in Central New York

OPINION OF SOME ADVERTISERS.

The advertiser who desires to cover the ground thoroughly must of necessity include the Express in his list.

H. H. WARNER & Co., ROCHESTER, N. Y.

The Express has been for a long time considered by us a very valuable medium for advertising.

J. C. AYER & CO., LOWELL, MASS.

If we did not think the Express first class we would not use it.

POTTER DRUG AND CHEMICAL CORPORATION, Boston, Mass.

We think so well of the Express that we invariably include it in our lists when we go outside of New England. A bright, clean, live journal, like the Express ought certainly to reach the best class of readers, and our trial of its advertising columns convinces us that it does.

RAYMOND & WHITCOMB, BOSTON, MASS.

ALBANY MORNING EXPRESS.

JOHN H. LINDSAY, BUSINESS MANAGER.

ALBA Nassau St., S. S. Vreeland, Mgr. LIPPINCOTO MA MA \$7.57.57.57.57.57.57.57.57.5

On account of our special feature of a Complete Novel in Each Number. in addition to the usual miscellaneous articles, this magazine remains constantly in circulation, without regard to date, being different in this respect from all other periodicals.

For rates and sample copy, address

Lippincott's Magazine, PHILADELPHIA, PA.

The School The College The University

NOTHING

BUT FOR

THE FARM AND THE HOME

And to reach these no good advertiser can find a better medium than



The Agricultural Monthly of Largest Circulation West of the Alleghanies.

It Grows Better with Every Number.

A LIST OF THE BEST SCHOOLS.

- I. THE NATION has the largest circulation of any literary and political journal published in the country. The 10,000 copies printed every week represent but a small part of the actual circulation, because THE NATION goes to all the principal libraries and reading-rooms, and into thousands of families.
- II. The circulation is chiefly among the thinking and well-to-do classes—lawyers, physicians, bankers and other professional men—and in the homes of cultivated people, where education is a matter of careful consideration.
- III. The School List in THE NATION has been a representative one for many years. It includes cards of most of the prominent educational institutions everywhere, during the season of school advertising, and a considerable number are inserted in the paper throughout the year.
- IV. The rate is 15 cents an agate line, and discounts are made on continuous insertions.

Address, THE NATION, 208 Broadway, N. Y. City.

WISCONSIN

AGRICULTURIST

RACINE, WIS.

THE

Circulation, 32,000

SEMI-MONTHLY.

Proved by Post Office Receipts for every issue.

THOMAS H. CHILD, Eastern Representative
TIMES BUILDING, NEW YORK.



Many Good Points

Are Possessed By this Popular Medium.

> It has a mammoth paid circulation and so pays the advertiser handsomely. It reaches a well-to-do class of homes and is read by ladies who are good purchasers and are open to conviction.

Circulation Over

300,000 Copies

Per Issue.

Ask your agent for an estimate or write direct to the publishers, S. H. MOORE & CO., 27 Park Place, New York.

11:

75.000

BOLDLY PRINTED, GUMMED

GUARANTEED ADDRESSES OF AGENTS.

(IN STATE AND POST OFFICE ORDER. NO DUPLICATES.)

9 E sell them at \$2.00 per 1000, any state, and buy them back within 30 days of sale at the rate of \$40.00 per 1000, i.e., we guarantee each address, and will forfeit 4 cts, on each printed address returned to you by the Post Office Department as undeliverable. SEND \$2.00 AND TRY 1000.

Why, then, buy names or old, "dead," and duplicate letters, when you can buy superior addresses, printed and gummed for immediate use, and have a positive guarantee that all are genuine. Their accuracy, convenience and attractiveness are valuable features. An office boy, at \$2.50 per week, can, with our printed addresses, direct four to six thousand envelopes or wrappers a day. The value to you of each address is enhanced when we assure you that each agent has to pay us 25 cts. to secure insertion of his permanent By this means we "weed out" worthless names. You save \$1.00 per 1000 in pen addressing alone. They are newspaper-club organizers, agents, canvassers—the very class to interest in "booming" your business in any STATE. Try 1000 and you'll cry for more.

SIX NEW DIRECTORIES, NO NAMES DUPLICATED, PUBLISHED EVERY WEEK.

Each address is as handy as a postage stamp. No more careless pen addressing. Publishers of Weekly and Monthly journals will find it profitable to themselves and their advertisers to subscribe for and "sample copy" these Directories. Agency houses, subscription book publishers and general advertisers will, upon trial, find our Directories cheaper by far than advertising. By charging \$2.00 per 1000, we limit their sale and use. Of some of our 75 Directories not a single copy has yet been sold. Their value to those who shall use them is therefore apparent. For sample addresses, and schedule showing how many names in each State and Canada, address

THE AGENTS' HERALD, 123 N. 8th ST., PHILADELPHIA, PA.

VINCENNES, IND., Jan. 19, 1892.

VINCENNES, IND., Jan. 19, 1892.

AGENTS' HERALD, Philadelphia, Pa.,

DEAR SIK—Please send us one set of gummed No. 52, by return mail, and add price of same to our advertising bill. The No. 12 list you sent us the last of Nov. proved very satisfactory in the way of returns. On Dec. 1st, we mailed 850 of our circulars to the addresses in No. 12 list and so far we have had about 60 replies, and they have brought us in about \$57, and we still have 900 to hear from yet. We know from experience that your directories are the only reliable ones published, that is to say, have proved the best we have ever used. Your most your ones...
say, have proved the uses ..
prompt attention will oblige
Your Friends,
THE KEISER NOVELTY CO.

AGENTS' HERALD, Philadelphia, Pa.,
DEAR SIR—Enclosed please find \$6.00 for which you may
send me as soon as possible, Directories No. 18, 24 and 25.
I would also say that I have lately as an experiment given Twom also say that I have lately as an experiment given four other so-called agents' directories a fair trial. "They are not in it." I get five answers from yours to one of theirs. When do you issue your next Herald. I shall put an advertisement with you. I send you electrotype to-day, please send bill (25 lines agate). Yours truly, JOSEPH BATTLES.

PHILADELPHIA, PA., Dec. 31, 1891. Lum Smith, Esq., Proprietor HERALDS.

DEAR SIR-Allow us to thank you before the old year expires (to-night) for the great good your HERALDS have done our business

In August and November last, we inserted a one-inch advertisement for agents, at \$6.30 per month. The results have been phenomenal. From the first insertion we secured an agent away out in Utah whose first orders amounted to \$62.35, and we now have another large order under way from the same

agent amounting to over \$100.00.

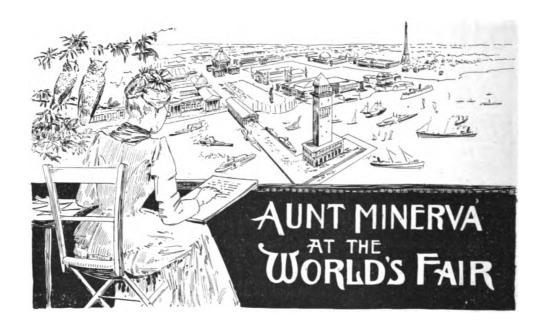
We have also secured a number of other good agents throughout the various States. We even now daily receive replies from our September and November advertisements, and there is no telling what the amount will swell to. From the two insertions of our fourteen line advertisement we have already made enough profit to pay you for an entire year's advertising. Find enclosed our fourteen line, ₹60.∞0, yearly contract for 1892, payable \$5.00 per month.
Wishing you continued success, we remain,

Yours truly.

ART PANEL PUBLISHING CO.

For March to Press March 11, 60,000 Circulation Guaranteed. Advertising Rates, 60c. per line. 123 N. 8th St., Philadelphia, Pa.





"A Million a Month!"

The great success of Comfort, that of securing the largest circulation enjoyed by any monthly in America, is largely due to its being "in touch" with the great middle class, *i.e.*, the people who answer advertisements.

One important feature of Comfort is the "Aunt Minerva" column which is cementing together in friendships ties, the Nieces and Neph ews so that from Maine to California brotherly love reigns supreme.

To further strengthen the ties there is to be perfected a grand organization to arrange for a monster meeting and banquet for Comfort Cousins at the World's Fair.

Thus letter writing is encouraged, and having developed to a great extent, explains in part the value of Comfort as an advertising medium for mail order business. Remember

"If you put it in Comfort it Pays."

Space at the agencies, or of the

GANNETT & MORSE CONCERN, Augusta, Maine.

New York Office, 23 PARK ROW,

Digitized by Google



F^{OR} details regarding one thousand tours via America's greatest railroad, apply to

GEORGE H. DANIELS,

GENERAL PASSENGER AGENT,

GRAND CENTRAL STATION.

If you WANT to get in on the Front Row.

Advertising at the COLUMBIAN EXPOSITION, WORLD'S FAIR, CHICAGO, 1893.

SEND FOR ME?

C. S. HOUGHTALING, Contractor, THE NATIONAL ADVERTISING SERVICE, 74-76 MADISON STREET, CHICAGO.

We are the Exclusive Lessees and Owners of all

BULLETIN, WALL,

BARN AND FENCE SIGN

AND POSTER ADVERTISING SPACES

Prominently Located on all Avenues and Lines of Railroad Travel for a Circuit of 200 Miles Leading to the

COLUMBIAN EXPOSITION.

GUARANTEED "BEST," PROMINENT SPACES, HONEST SERVICE

AND LOWEST SERVICE.

THE NATIONAL ADVERTISING SERVICE,

C. S. HOUGHTALING, Contractor,

3 Park Place-34 Murray St., 74-76 Madison St., NEW YORK.

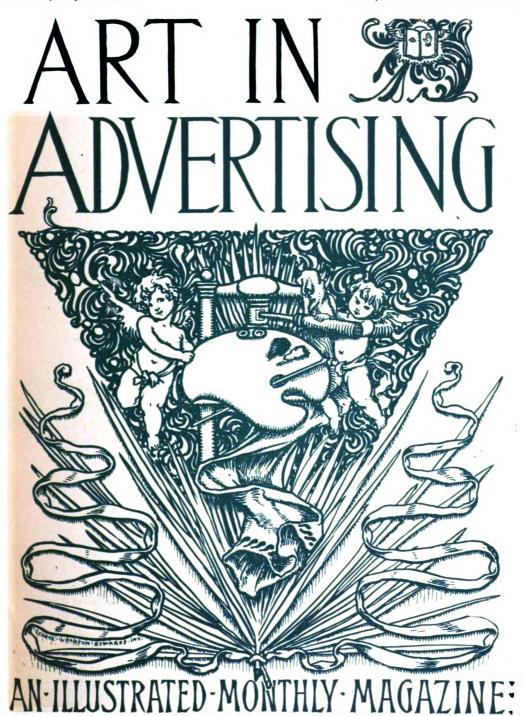
CHICAGO.

THE CAXTON PRESS, 171, 173 MACDOUGAL ST., NEW YORK

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APRIL, 1892

PRICE 10 CENTS



PHILADELPHIA ITEM.

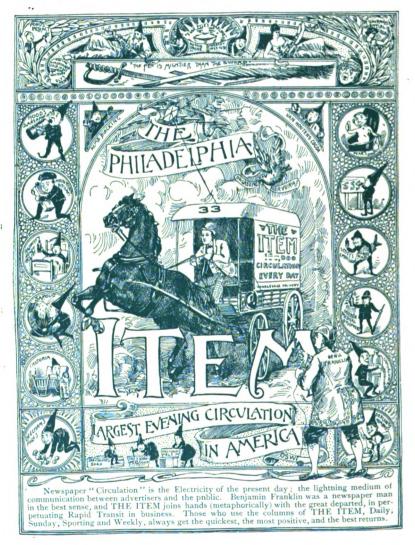
SWORN CIRCULATION, covering every issue for twelve months of 1891:

DAILY, 181,237,

SUNDAY, 184,490,

WEEKLY, 43,358.

The street of th



48 Tribune Building, NEW YORK. S. C. BECKWITH,

Sole Agent for Foreign Advertising.

509 "The Rookery,"
CHICAGO.

Entered at the Post Office at New York as second-class matter.

Vol. V.

APRIL, 1892

No. 2.

Published by The Art in Advertising Co., 80 Fifth Avenue, New York. H. C. Brown, President. Russell Doubleday, Business Manager.

PUBLISHED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.

OUR CREED.

There is no forcing process for building up a circulation that can be permanently depended on. All temporary expedients based on this principle are, sooner or later, apt to react at a loss. The first and paramount thing is to print a steadily progressive and reliable journal, of such merit that, being once seen and read, it will create a demand for the next number.

OUR NEW SERIAL.

In this number (page 50), we begin the publication of our prize serial entitled "General Advertisers." This is the first installment of the list whose appearance was heralded in the March number. It consists of the names and addresses of all general advertisers, together with the character of the articles advertised, and in every case where it has been possible to obtain it, the name of the "man to see." This information has been collected from trustworthy sources—not without a great deal of labor—and is as accurate as it is possible for such a compilation to be. The wide-awake man at the business end of a newspaper will appreciate the value

of these names as an aid in following up and nailing the illusive advertisement.

Three more installments will be required to complete the publication of this list, and a copy of ART IN ADVERTISING will be sent to every firm and individual named on it. These are the people to talk circulation to, and now is your opportunity. Rates on application.

Next to an advertisement we like to receive good advice. Our thanks are due to the well-known special representative, Mr. R. A. Craig, for the following suggestion:

* * In my opinion you could largely add to the value of this list, if you would make some attempt at a classification of it. A list of several thousand names of advertisers, if used for the purpose of sending out letters or printed matter, would involve a large waste of stamps and stationery, as there are but few publications that would be benefited by sending to the entire list. If you would be able to classify this list, so that one part of the list would represent those advertisers who use daily papers, and the rest of the list those who use mediums of general circulation, such as weekly periodicals and monthly magazines, the benefit from the use of such a list would be much larger to all. * * * * * * *

Mr. Craig's suggestion is a good one, and we shall endeavor to avail ourselves of it when the list is reprinted in pamphlet form. In the meantime, all our efforts will be directed to making it as comprehensive as possible. Tell us how to make it better.

MR. HOWELLS, OF THE COSMOPOLITAN.

Mr. Chas. Dana Gibson, the well known cartoonist of Life, had an experience which befalls the lot of the caricaturist more frequently than one supposes.

Mr. Gibson was over in Boston during the reception of the Russian Nihilist Stepniak, and while there was of course lionized by the "culchah" of the Hub. Young dabblers whose names were unknown except to papa and mamma, patted him on the shoulder and said, what a pity such a man should waste his time drawing for a funny paper. "Why don't you become one of US and enter the real realm of art?" And Gibson, poor fellow, who doesn't know just how big a man he is, listened to all the twaddle with the patience and humility of a student in the Art League.

But among the few really great men he met there that night was Mr. Howells. Gibson, like a good many of us, had never read much of Howells, and spent a wretched ten minutes with the author just on this account, fearing lest the conversation should turn on recent successes. But Mr. Howells is as magnanimous as he is modest, and though he was frequently interrupted to accept compliments on his "Barriers Burned Away," "A Doll's House," "In Darkest Africa," etc., he continued, much to Mr. Gibson's relief, to talk of art.

And it came about that the elder man was much impressed with the younger, and begged the honor of his presence at breakfast next morning, to which Mr. Gibson readily assented. A more interesting trio than Miss Howells, Mr. Howells and Mr. Gibson I would not care to meet. That was the party at breakfast.

Mr. Gibson reached New York filled with the kindest recollections of Boston, and of the Howells in particular. The very next week Mr. Mitchell printed one of Gibson's cartoons lampooning the fads of society, and in a large glass jar marked "Alcohol" was a small dot to which was affixed a huge placard labelled "Plot of one of Mr. Howells' Stories." In the same picture was a sketch of Mr. and Mrs. Kendal in a sickly sentimental mood, which Mr. Mitchell caustically referred to as the "Real Husband and the Real Wife on the Stage." It wasn't one of the kind that *Life* usually gives, and proves that even so good a man as Mr. Mitchell occasionally slops over.

Of course that struck Mr. Howells as rather queer. It didn't strike Gibson at all. In fact it never would have struck him if Mrs. Kendal hadn't run across Gibson the next night and told him in her queer, serious way, that while he was very clever and she liked his work, yet he ought to be careful not to wound his best friends.

So Mr. Gibson looked up the last copy of Life, and saw in it a cartoon he had drawn nearly six months previous. He knew none of the people in it at the time, and now scarcely one but was on his list of warm friends. When he saw the great big jar with Mr. Howells' name on the tag, he went right out and paid the janitor a dollar to kick him. Then he sat down, like the great good-hearted fellow he is, and wrote Mr. Howells how sorry he was, and how bad it must look even from the most charitable point of view, but that the cartoon was an old one and had entirely escaped his memory. "I suppose he'll think I'm a regular fake," he thought, as he dropped the letter in the box, "and I don't know but he's nearly right."

But of course Mr. Howells thought nothing of the kind, and wrote him just the sort

From The Cosmopolitan.

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ast copy he had He knew me, and list of reat big tag, he a dollar ike the wrote ow bad ritable vas an memegular letter t he's

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MR. HOWELLS.

of a letter one would expect under the circumstances, and Gibson felt tremendously relieved. Now that Mr. Howells is back in New York, he and Gibson will doubtless see more of each other.

If anybody doubts the real popularity of the Cosmopolitan, let him ask any one who is in the habit of taking it regularly what he thinks of it compared with the others. You will find invariably that it is considered easily the best illustrated, for one thingthere are such people—and while a Chicago street scene may not equal a Uffizi Madonna, yet it has more interest for the ordinary American. This remark will give my friend Mr. Ellsworth a spasm. But the genial secretary thinks I'm a "tough" on art, so let it go.

With the advent of Howells the Cosmopolitan starts on a new era which will do much to bring it to a higher and more representative plane than ever. H. C. B.

JOHN BRISBEN WALKER.

The career of the *Cosmopolitan* has been filled with all the erratic experiences that usually befall the young magazine in business for itself without capital.

It was originally published by Schlicht & Field, a Rochester firm engaged in the manufacture of office specialties, for the purpose of selling their Champion Letter File, etc., just as the Youths' Companion is published to-day for the purpose of selling tape, tidies and buttons. For two dollars a year the one edified mankind after a fashion, in addition to selling him a file, while the other, for 25 cents less, keeps him straight all the way from the cradle to the grave.

About this time Mr. Walker appeared on the scene. Though his career up to this had been identified in the more prosaic business of real estate, he eagerly embraced the opportunity to return to his first love, literature. He had long tarried from the side of his early divinity, but his 'eart was true to Poll. In a brief period he raised the Cosmopolitan from an insignificant position to an important one among the leading publications.

Entering Mr. Walker's private office you

will find a well built man of about 40 or 45 years of age. He swings around quickly from his desk, and greets you with a cordial handshake. He has what might be described for want of a better name, a taking manner. He is at once deeply interested in the business that has called you there, and has a capital way of reaching a conclusion without waste of words. Nothing seems too trivial to receive his personal attention. Few men are so thoroughly identified with their business as Mr. Walker; he is the front and back, ceiling and sides of the Cosmopolitan.

The standing of the Cosmopolitan can best be judged from the advertising rate, which used to be \$60 a page, and now is \$200. The retail price has also been advanced.

Mr. Walker is a litterateur of no mean ability himself, though I have long been wont to ascribe his success to hard, sound business capacity. His recent book, however, reveals him in the other light very effectively.

Mr. Howells' name will add prestige to the *Cosmopolitan*. Together we may expect them to provide for us a more entertaining magazine than ever before.



ELEVATED RAILROAD AD-VERTISING.

THE elevated railroad advertising of today is quite an interesting study. E. C. Hazard continues his ridiculous asservations concerning the man who is giddy and whose expectation whirls him round, and the rest of this imbecile series. Mr. Hazard himself is a hard-headed grocer and a successful one, and undoubtedly makes a good ketchup. It is not at all likely that my criticism will have any effect on him whatever. No doubt he hears a good deal from these signs, and like a good many other men, thinks he has accomplished his purpose when people talk about him. For that matter he might as well join the Y. M. C. A. That would make people talk, but it wouldn't sell ketchup; still it might save making him the laughing stock of Mr. Hain's 500,000 passengers every day.

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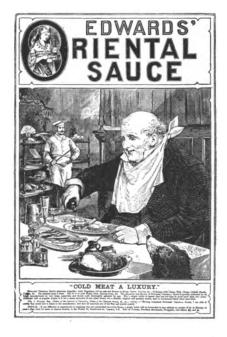
tallan!

Mastiff Plug Cut with its unshaken hand stands at one end of the car, with Pearl Top Chimneys at the other. Both expensive positions, and well occupied. Mr. E. L. Volkel has a sign about furs, which I would advise him to remove now that the season has closed. Chas. Le Behan & Co. have a common-place sign which could be easily improved upon, so has Rauh's Standard Leggins. W. Baker & Co. have the conventional card of the house. Hostetter has a strong black and white affair, and Pears' Soap has a red one that is good. The Pittsburg Lamp still shrieks its anxiety to send a primer to some one somewhere. Recamier Cream is strong, but not dainty. DeLong Hook and Eye is very good.

Scourene has a good panel, and it is occupied with telling matter. Mr. Radam with his awful trade-mark, has rather a strong blue and white combination. The House-

hold Ammonia sign is also good, though I think the red letters do not stand out quite so well as the black, and the red letters are the most important. Try the reverse, Mr. Parsons.

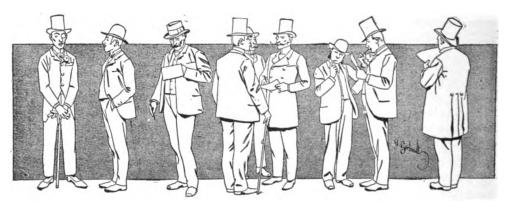
The Bermuda S.S. Line have one of those quivering signs that are quite interesting. The matter is direct and to the point. Quaker Oats is very good, and has a nice position.



One of Mr. T. B. Brown's English Advertisements.

An appropriate sign for a soda fountain.—If you don't see what you want wink for it.

"Sor in his ways"—the confirmed drunkard.



MAN ABOUT TOWN.

MR. JAMES A. SELVEY, Vice President of the German American Insurance Co., who has the advertising interests of the company under his direction, is a man of rare artistic instincts. He is unusually unique in his style, even to the mechanical work of preparing a statement. He has an able assistant in Mr. Kilduff, who is blessed with a talent for detail, and who seems to have as many pigeon holes in his memory as he has in his desk.

Ir you do not go surreptitiously to hear the strains of sweet music at the Æolian Co.'s in Twenty-third street, the man to see is Mr. Tremaine. You will never find him out of temper even when he has the grip. Mr. Tremaine is responsible for all the advertising which is done for the concern. Some of his magazine work is very artistic, especially those little cupids playing pranks around his piano.

Mr. Haroun, who manages the affairs of the Manufacturers' Publishing Co., is alive to the value of new ideas to the business world, and is engaged in a work which is expected to go like hot cakes. Judging from the number of assistants around him, Mr. Haroun has succeeded in building up a business of considerable dimensions. He rivals the famous Ollie Teal in the number of pretty amanuenses.

Mr. A. A. SMITH, at the American Tract-Society, entertains the mercantile gabblers who frequent that office. His desk is so situated that any one who essays to enter the office must stand and recite his tale of woe right there. Mr. Smith must have greatfun in studying the procession of humans that file past every day.

MR. NEISLE presides in the business chair at Funk & Wagnalls, and succeeds in putting out some very artistic productions in books. This firm recently issued a book "Miserere," which was written by Miss Wagnalls, and which originally appeared in Mr. McEwan's paper *Voice*. It is a good story.

Speaking of the Lithographic Trust reminds me that I forgot to mention the chairman of all committees and standing committees, Mr. D. O. Wright, of the

American Tobacco Company. Mr. Wright doesn't own the whole company, Mr. Duke, Mr. Kinney, Mr. Butler, Mr. Marburg, Mr. Ax, Mr. Gail and several other gentlemen being also shareholders in the same concern. But Mr. Wright, with the able assistance of Mr. Cammeyer, sees that everything in the advertising line goes straight. The lithographic solicitor who has failed to make the acquaintance of these two worthies has something yet in store for him. I cannot describe them. They must be seen to be appreciated.

Mr. Mapes also takes a hand in it. He has the beautiful Seal of North Carolina as his special protege. Mr. Butler used to do a little work in the cigarette department, but he has reformed, and is now in "Lunnon," learning the brogue.

"Bay jove, old fel, when d' you come over?"

"Lawst month."

"Oh, fawncy! Have a cigaroot?"

"Thanks, awfully-you're too good."

* * *

Why don't some cigar house do a little reflex advertising just for a change? I don't see why they should incessantly proclaim the merits of their particular brand to the utter exclusion of every one else. Now I think most men are broad enough to appreciate a good thing, and a little story like this, with their card introduced appropriately, would be a good investment.

THE CIGAR MAN'S STORY.

I was over in Buffalo on a business trip last summer, and two friends of mine suggested a couple of days on the lake, so I knocked off work and joined them. Just as I was leaving the hotel, a feller who travels for a New York cigar house gave me a handful of big, black cigars. He called 'em 'fishin' cigars'—regular stayers, he said. I pulled that cigar for one hour and ten minutes, and

burned just one inch. I was just throwin' the butt away, when one of the other fellers, says he, 'Hold on, Bill, don't waste a good cigar like that; pass her over.' So he went to work on the stayer, and I turned in below.

"About 11 o'clock I crawled up on deck. My friend was white as a sheet. The stayer was only half gone."

"'They're not built for fresh water, Bill,' says he, heavin' a terrible heave. 'I hate to throw away a cigar half smoked, but this time me or the weed must go.'

"'Hold on, Cap'n,' says the cook, 'let me tackle that butt; I never see'd one yet I couldn't down.'

"So we passed over the stayer to the cook, and went below to lie down. About 2 o'clock one of the boys came down, and said he reckoned we'd have to get dinner ourselves. He said the cook seemed sort of petered out. I never seed a man change the way that cook had. He was curled up in the corner of the galley as limp as a dish-rag, and on the floor beside him lay about one inch of 'the stayer.'

"' Enjoy your eigar, John!' says I.

"The feller looked at me with the whitest face I ever saw on a nigger, and says he in a whisper, 'Cap'n, we'se had a turrible scrap. Ef I'd had a copper-kittle stummick and a brass mouth, I reckon I'd er downed that butt.'"

"Gentlemen, that cigar burned seven hours and nine minutes."

The silence that followed was broken by the man in a yellow ulster.

"You needn't mind the trimmin's," he said; "just make it seven hours straight."

The whiskey men, unlike the tobacco men, take advantage of every circumstance they can possibly twist or turn to suit their advantage.

I am sorry to see so much good brain wasted in so wretched a business. I don't see why a man with intelligence enough to make headway in a business where customers are largely thugs and shady characters, cannot see far enough ahead to put in his time in a direction that won't fill him with disgust and remorse at the end.

Let us go out and have something.

OLIVER FLOORWALKER.

SCHOOL BOOK ADVERTISING.

By J. A. Greene.

Possibly the experience of all advertisers is much alike. Few men think they have solved the problem, and most men believe their own particular business the most difficult to manage satisfactorily. Certainly this seems to me true of school book advertising.

In advertising text-books we do not expect to promote their direct purchase in any numbers, but we aim to excite interest in the books and their authors, to inspire confidence in the value of the works advertised, and to secure their examinations by those persons who have in charge the formal adoption of books for class use.

Sensational advertising, cuts (unless taken from the books themselves), and certain classes of novel and ingenious typographical displays are hardly admissible, lest the educational public doubt the serious purpose of the books described. Indeed, many methods highly successful in attracting attention to proprietary articles are not permitted to the publisher of educational books, owing to the peculiar purpose of his advertising and the character of his clientage.

The safest course I have yet found in bringing school and college text-books to the notice of the proper persons, is:

1st. Adopt a simple arrangement of type, giving due prominence to titles, authors, and significant points of description.

2d. Study effective, but not undignified display.

3d. Do not crowd.

4th. Change copy with each issue of the periodical used.

5th. State the plan and purpose of the books in few words and without adjectives.

6th. Use language appropriate to the books announced, and the audience addressed; in other words, aim at good literary form.

7th. Employ those mediums which appeal to educators, and in which they have confidence.

I may add that among all the valuable hints contained in ART IN ADVERTISING and its rivals, nothing that I have seen helps the writer of school book advertisements. He must make his own experiments and profit by his own failures.

At the foot of the trail leading up Mt. Wilson (San Bernadino Range), California, may be found the following suggestive poster:—

"TOURISTS will do well before going skywards to try ONE or More of Mr. Reddy's Justly Celebrated

ANTI-THIRSTS,

concocted under his personal and EXPERIENCED supervision, and embracing the following:—

Trail Trotter Delight!

Upper Tunnel Punch!
Lower Tunnel Squash!
Precipice Cocktail!
Canon Julep!
Cloud Burst Lemonade!
Burro Sangaree!

AQUA on Draught with a Corral Flip!

And a Muggins Sandwich!"

As the trail is nine miles in length, with no opportunity for refreshments on the entire journey, Mr. Reddy's admonitions would appear to be well-timed.

THE CIRCUS MAXIMUS.

EAR old Barnum is dead, but the greatest show on earth, like Tennyson's brook, goes on forever. I have just finished reading one of the familiar broadsides, with the aid of a dictionary, and the old longing to tramp the sawdust and inhale the exhilarating odors of the menageric comes back with unabated vigor. I suppose it is frivolous to think of going, but I shall probably go just the same. I feel (as

manages that part of the business, is unable to give me last year's figures and the present season has only just began. Newspapers, individually, get very little of it, I imagine, but to lithographers the circus must be a regular Naulahka.

This is a good deal of free advertising to be giving Mr. Bailey, but if he will pardon the liberties I have taken with his announcement we'll call it square.

Adam used to say when he took Cain and Abel to see the animals) that I owe it to the children.

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This ancient remark recalls another-the one about circus posters being better than the show. I don't believe it. To be sure, they sometimes differ from the show, but whether they are really better or not is mainly a matter of taste. Personally, I shouldn't care to see a forty-ton rhinoceros wipe up the arena with an inoffensive negro; but some people are not so squeamish as I am, and those who like that sort of thing may have grounds for complaining that the circus doesn't come up to the specifications.

The daily expenses of the show are said to exceed seven thousand dollars, a goodly portion of which is chargeable to advertising. I wish I could state the exact amount; but Mr. Hamilton, who



SPECIAL MATINEE

For readers of "ART IN ADVERTISING,"

Introducing all the old favorites in new and daring feats. A wonderful and positively unrivalled array of talent, including

MLLE. LYDIA,

The graceful and dashing equestrienne, in her numerous original and unparalelled acts of daring.

SEÑOR WOODBERRI

On his famous horse "Dermatology," removing his coat and vest while going at full speed. After the performance will remove blotches, moles, birthmarks, etc., at the old stand, as usual.

BAILEY,

The india-rubber man, in his thrilling and astounding double-backaction somersault over the backs of sixteen wild and untamed elephants.

LITTLE WILLIE DOUGLAS

And his trick mule "Three Dollar"; Tammen, the Ossified man, and a gorgeous and glorious galaxy of tumblers, clowns, jugglers and freaks, in endless and ever-changing variety.

A great show. Never equalled, seldom surpassed. Come one, come all.

MR. CHUBB, Ringmaster.

DOORS NOW OPEN.

ENTRANCE ON PAGE 60.

ART IN ADVERTISING IOB PRINT.



Mrs. Fulkerson says that I am a merciless, pitiful grinder, and that in my pursuit of the nimble dollar I am utterly oblivious to the fate of other people or the obstacles that surround them—which is very strong language from such a mild mannered person as Mrs. Fulkerson usually is.

"You might occasionally," continued this interesting young lady, "you might occasionally write something else besides advertising—something that would do a little genuine good." This last sentence made me wince.

"But, my dear," I expostulate, "that is what my readers want; that is why they buy the paper."

"Oh! pardon me," she replied; "I would not dare think of suggesting any idea that might involve the possible loss of a penny or two."

Now, Mrs. Fulkerson, as I may have remarked before, is a person of many excellent qualities, and she ought not to have said that in just such a way. I do not always approve of her views when they touch my pocket (as she incidentally remarked), but I could not help admitting that we might all, once in a while, pause in the grind for wealth and stop long enough to sow a little seed that perchance might not fall by the wayside or on thorny ground.

* * *

So we took up the recent remarks of Robt. Collyer to young men. Dr. Collyer himself was a blacksmith in the early days, but he came at last to the work for which by nature and cultivation he was fitted. Here is a short extract:

Two young men shall start out in life together, and in the heart of both shall be hidden the ideal of what they meant to do and to be in the life which lies before them. They will take a good place in the law, or in divinity, or make their mark in politics, or do a grand stroke of work in the workshops, as our friend has done who spoke to us about the "Gospel of Wealth." (Applause.) Or they will paint pictures which everybody will rush to see, or write books which everybody will want to borrow—or buy and read; or do something, in a word, which will give them a good place and win them all the fortune they are worth; and no man can win more than that honestly and well before either God or man.

I do but indicate by a stroke what ideal may lie in each young man's heart who cannot be content this side of the best he can do; and the purposes and plans are as diverse as our natures are and the outlooks of our lives. But some plan every young man will be sure to have who has the ambition in him that will make him worth his bread and salt, and who would be a unit and no mere vulgar fraction in the sum of our human striving. And then comes the choice of the ways, and the worth of the good and true. "I will," one of them says. "I am bound to succeed, that is my motto." But the other says, "I am bound to deserve success, win or lose, that is mine, and I will leave the rest to God." Now I have read of a law in mechanics they call cohesion and resistance, through which your wise master-builder is able to tell what any substance he may use in a structure can do or bear; while Goethe will have it that the man is not the creature of circumstances, but the architect of them, and can use them nobly or basely in the upbuilding of his manhood. And so when this law is holy, just and good, by which we build up life and character, as the young man will have it who says, "I am bound to deserve success and I can leave the rest with God"-then, if I may keep to my figure, he builds with living stones, and bolts and girders in their true and honest relation.



One of Mr. Robinson's ideas in a full-page advertisement of J. C. Ayer & Co.

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I have the memory only now of another man, an artist, who made success his motto rather than the high and true deserving. He was a man of a real and true genius, also, and painted pictures in his earlier years that fill you now with delight. But he found in no long time that he was painting far above his market, and was as poor meanwhile as a church-mouse used to be before the era of church festivals. (Laughter.) Then he said, "I must paint pictures that will sell and make me a fortune;" and so he painted down to the meaner levels of his time and place. No more dreams of a sea and shore with a reach of yellow sand and a few wild shrubs with a bird flitting across the vision, a sky that touched you like the sunny portals of Heaven, and a sea with the waves turned before it breaks in foam, so that you all but caught the salt spray on your cheek. None of that any more; there was no money in it, or the fame Heaven calls infamy. These things he longed for lay in pictures shorn of the high grace which endures through the ages; and so that befell him which befalls us all when we use cheap and mean materials in the upbuilding of life and life's work. The whole manhood grew mean with the work, and the inward man took the tone and temper of the outward; and the day came when he could not do noble things, either for God or man, and came to the end in a low and graceless content.

* * *

And once more, it may not be a grand plan at all we hold in our hearts and heads when we set out on our career, but only this true heart and right spirit which is resolute to hide our religion, first of all, in the work we have to do, and then we may find some day that which we thought of as an end was only the beginning. We have raised a few saints in New York, and the choicest among them to me, in these last times, was our good St. Peter, whose risen spirit stands at the gate of the Cooper Institute as that of his name is said to stand at the gates of Heaven. (Applause.) I knew him well, and more than once he would tell me of his early life; how he made up his mind when he began to think for himself that "A firm faith is the best divinity, a true life the best philosophy; a good conscience the best guide; honesty the best policy, which by the way is no policy at all, but a cardinal principle; and temperance the best physic."

How he took hold of first one thing and then another, and won by the best he could do, when it was only making woolen hats by hand; struck the better ways that lead to fortune in no long time, and then said: "What shall I do besides making iron, and glue, and money?" thought early of this great city which was to sit enthroned on her rock, and saw with the prophet's eves how the people would crowd here from all the world; when the youth must be taught noble arts, who would learn them by the primitive bent and passion of their nature, and read noble books, but must be helped on the way to do this. So he founded his institute, and could tell you stories that would make you weep and laugh in a breath, of the way he had been able to hold on through all weather; and there it is, the grand school and library for the people, parting the busy avenues and filled with eager learners, and, in what was most essential, free as Croton water. (Applause.)

It all began with his trying over on Long Island to make a soft and good wool hat, the princely foundation, I could say, but I could not remember the prince who ever did such a thing with his own money. So we may begin on some low line like that to earn a dollar a day, but we shall resolve to deserve better, if it consists principally in pressing a button.

I will go even further than Mrs. Fulkerson would expect me to, and say that these talks to young men, a series of five in all, by Andrew Carnegie, General Steward L. Woodford, Professor White and Col. Thos. Wentworth Higginson, will be published in pamphlet form by the *Tribune*, at an expense probably of 25 cents a copy. I will be glad to furnish at my own cost, a copy to any of my readers who feel interested.

I think it is only fair to say that the *Tribune* has performed an act of public service in giving these talks in extenso. Three columns in a metropolitan daily are rarely given to any subject except some such beautiful topic as His Throat Cut from Ear to Ear, Billy the Kid Puts Daylight Through His Pal, Shot His Wife's Paramour, &c., &c.

Bah!

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A TAME affair—the trained bear.

PLS.

ALL SHE KNOWS ABOUT IT.

He: "I tell you, this printing business is a regular 'dig.'"

She: "Is that the reason you use a Hoe press?"

THE PROPER VEHICLE.

Mr. Struckit: "An' what sort of a rig will you and the girls want for your own private use?

Mrs. Struckit: "Well, I dunno, Watkins, but's long as there's goin' to be so much callin' to do, what do you say to a carte-devisite?"

The "servant girl question"—what wages do yez give, ma'am?

THE AMATEUR STAGE.

A DIFFICULT PART.

He: "I'm afraid I am not equal to the part you have assigned me, Miss Martin.

She (author of the play): "Oh, Mr. Waddy, why not?"

He: "Well, you see it's a dual role and in the last act you bring both the characters on the stage at the same time."



INDEPENDENT.

A music professor, Von Thumpit,
Gave lessons all day on the trumpet,
Said he, "I'm aware
That it makes people swear,
But them as don't like it can lump it."

E. L. SYLVESTER.

ALABAMA.

	ALABAMA	A.		
NAME.	BUSINESS.	ADDRESS.	PLACE.	MAN IN CHARGE.
Bessimer Machine & Foundry Co. Dolgier, Dr., & Co., Smith Sons Gin and Machine Co., Hotel Bluffon,	Specialist, Cotton Gins,	19th St. & 3d Ave.,	Birmingham. Birmingham. Birmingham. Bluffon.	J. A. Anderson,
Alabama Land & Development Co. Grand Hotel,	Winter Resort,	Point Clear,	Mobile. Mobile Bay.	l Top
	ARKANSA	S.		
Crescent Hotel,	Hotel,	1	Eureka Springs.	
Wood, M. N., Jackson, R. E., Medical and Surgical Institute, Arkansas Building & Loan Ass'n,	Waverly Hotel, Park Hotel, Sanitarium,		Hot Springs, Hot Springs. Hot Springs, Little Rock.	B. D. Whildren. Dr. R. O. Blaydes.
	CALIFORN	IA.		·
Coranado Water Co.,	Mineral Waters,		Coranado.	
Bunnell, W.,	File Cut Ink Eraser,	332 Commercial St.,	Los Angelos.	
Schönwald, George, Cotton, Bell & Co.,	Hotel del Monte, Sheep Dip,	406 California St.,	Monterey. San Francisco.	
Berger, H. H.,	Sheep Dip, Japan & California Bulbs & Plants,	,	San Francisco,	
Carlisle, A. & Co., Dent, Mrs. Ella M.,	Business Books, Toilet Articles,	Station B,	San Francisco. San Francisco.	
Institute Physical Culture,	Appliances	9 City Hall Ave.,	San Francisco.	
Japanese Tree Importing Co., Kritiko,	Seedless Oonshew Orange Trees, Character Reading from H'dwriting,	609 Merchant St	San Francisco. San Francisco.	
Overland Monthly,	Publication,	420 Montgomery St	San Francisco,	Mr. Shanks.
Pelton Water Wheel Co., Price, W. E.,	Water Wheels, Publications,	121 Main St., 1203 Market St.,	San Francisco. San Francisco.	
Wicks & Phillips,	Bankers,	702 Market St.,	San Francisco.	
	COLORAD	0.		
Rocky Mountain Cactus Co.,			Akron.	
Antlers, The, Buckman, Geo. R., Excelsior View Co.,	Hotel, Real Estate, Photographs,		Colorado Springs Colorado Springs Colorado Springs	E. Barnett.
Betts & Betts,	Drugs,	Cor. Champa and 17th Streets,	Denver.	
Buck, R. H.,	Bankers,	17th Streets, 17 Tabor Block,	Denver.	
Central Trust Co.,	Banking,		Denver.	
Chamberlain Investment Co., Great Divide, The,	Banking, Journal,	1033 16th St., 1516 Arapahoe St.,	Denver. Denver.	H. H. Tammen.
Hotel Metropole.	European Plan,	toro rrapanso cri,	Denver,	Mr. Bush.
Jackson, W., Silver State Ins. & Min. Co.,	Photographs, Mining Investments,	16 & 17 Tabor Block	Denver, Denver.	Mr. Jackson.
Stoddard, J. S.,	Real Estate.	205 Boston Block,	Denver.	
Taylor, Rathron, Manitou Nat'l Mineral Springs Co.	Mining Stocks, Mineral Water,	Maniton Springs	Denver,	Mr. Rathron Mr. Wheeler.
Wilson Drug Co.,	Remedies,	Manitou Springs,	Greeley.	MI. Wheeler.
	CONNECTIC	 UT.		
American Pin Co.,			Bridgeport.	
Acme Shear Co.,	Cast Shears,	1	Bridgeport.	
Alluminum, Brass & Bronze Co.,	Fancy Metal Goods, Machinery,		Bridgeport. Bridgeport.	
Armstrong Manufacturing Co., Bridgeport Chain Co.,	Steel Wire Chains,		Bridgeport.	
Holmes & Edwards Silver Co., Hotchkiss, Edward S.,	Spoons and Forks,		Bridgeport.	
Loomer, L. L. Sons,	Hardware Specialties, Corsets,		Bridgeport. Bridgeport.	
Loomer, L. L. Sons, Smith & Egge M'f'g Co., Union Matallia Control of Co.	Giant Metal Sash Chains,		Bridgeport.	
Union Metallic Cartridge Co., Wales, H. A.,	Cartridges, Sound Discs,		Bridgeport. Bridgeport.	
Yost Typewriting Co	Typewriters,	Ì	Bridgeport.	
Horton M'f'g Co., Williams, A. F.,	Steel Fishing Rods, Monitor Incubator,		Bristol. Bristol.	
East Hartford M'f'g Co	Paper,		Burnside.	
Ferguson, J. R. & F., Gaudy, T. M.,	Mechanical Specialties, Pillow Sham Holders,		Cedarville. Cedarville.	
Country, E. Mes	r mow smain frongers,	,	Count Tille.	

CONNECTICUT.

<u> </u>	NAME.	BUSINESS.	ADDRESS.	PLACE.	IN CHARGE.
	Globe Card Co., Star Chemical Co.,	Agent's Outfits, Lamp Wicks,	Box 12, Box 14,	Centrebrook. Centrebrook. Centrebrook.	
	Woodruff, W. E., Ferguson, J. R. & J.,	Scissors Sharpeners, Pillow Sham Holders,	1	Chester.	
2. 1 26	Colchester Rubber Co.,	Rubber Goods.	1	Colchester. Coscob	
	Beecher, Mrs., Clinton Brothers,	Family School, Agent's Samples,		Clintonville.	
	Jewel Co., Butler, G. S.,	Agent's Samples,		Clintonville. Cromwell.	
	Danbury Medical Printing Co.,	Berry Plants, "The Prescription Journal,"	i	Danbury,	
	Alling Brothers,	Agent's Samples,	1	Durham. Durham.	
	Merriam M'fg Co., Bevin Bros. M'fg Co.,	Hardware Specialties, Gong & Hand Bells,		Easthampton.	
$R \cap T_k$	Glasco Lace Thread Co., Williams, J. B. & Co.,	Laces,		Glasco. Glastonbury.	B. T. Williams.
17 1. 2	Boardman & Son.	Shaving Soap, Nickel Silver Ware,		Haddam.	D. 1. Williams.
	Boardman & Son, Henry, John T. & Son,	Pruning Shears,		Hamden. Hamden.	
	Ivy Card Co., Ætna Insurance Co.,	Specialties, Fire Insurance,		Hartford.	J. Goodnow.
	American Writing Machine Co.,	Caligraph, Letter Copying Machine,	237 B'way, N. Y.,	Hartford. Hartford.	1
	Bailey M'f'g Co., Comfort Powder Co.,	Toilet Powder,		Hartford.	Pettingill & Co.,
	Cushman Chuck Co.,	Chucks,		Hartford.	Boston.
	Hartford Cycle Co.,	" Hartford Safety,"		Hartford.	
	Hartford Times, Hartford Steam Boiler Inspection	Daily Newspaper,		Hartford.	
	& Insurance Co			Hartford.	
	Lovell, Tracy & Co., Pitkin, H. S.,	Axleine, St. Bernard Dogs,	71 Asylum St., Box 385,	Hartford. Hartford.	
	Pomeroy, A. H.,	Patent Scroll Saw,	220 Asylum St.,	Hartford.	i
N: Sic	Pomeroy, A. H., Rogers, Wm. M'f g Co., Smith, Miss Sara J.,	Electro Silver Plated Ware, Woodside Seminary,		Hartford. Hartford.	i
Mr. James	Stoudard, H. H.,	"Poultry World,"		Hartford. Hartford.	Forrest Morgan.
	Travellers Life Insurance Co., War Photos & Exhibition Co.,	Insurance Co., Photographs,	21 Linden Place,	Hartford.	
	Williams & Cariton,	. zorograpan,		Hartford.	Pettingill & Co., Boston,
	Neshy Silver Co.	Silverware,		Hartford.	Doston.
_	Madison Art Co.,	Specialties, "B & H Lamps,"		Madison. Meriden.	
	Bradley & Hubbard M'f'g Co., Chapman M'f'g Co.,	Dog Collars & Muzzles,		Meriden.	
Bursett	Kelsey & Co., Kent S. W.	Printing Presses, Horse Ice Creeper,		Meriden. Meriden.	
	Kelsey & Co., Kent, S. W., Meriden Brittania Co.,	Table Ware, Steel Pens, Erasers &c.,		Meriden.	
	Parker Brothers	Steel Pens, Erasers &c., Hammerless Gun,		Meriden. Meriden.	
	Paimer Brothers	Castings,		Mianus.	
	Lyman, William, Automatic Knife Co.,	"Lyman's Rifle Sights," Pocket Knives,	Green St.,	Middlefield. Middletown.	
II TELE	Douglas, W. B.	Pumps,	,,	Middletown.	F. R. Johnston.
r fired r footbas	Middlesex Banking Co., Oak Grove Kennels,	Banking, Dogs,		Middletown, Moodus.	r. R. Johnston.
[Pardee & Co	Agent's Samples,		Montowese, New Britain,	
7abW	Landers, Frary & Clark, New Britain Hardware M'Tg Co.,	Ivory Antique Table Ware, Specialties.		New Britain.	
What	Russell & Erwin M'f'g Co., Stanley Rule & Level Co.,	Specialties, Wrought Steel Door Locks, Carpenter's Tools,		New Britain. New Britain.	
_//	Hoyt, Stephen, Sons, Hopson & Chapin M'f'g Co.,	Grape Vines, Hot Water Warming,		New Canaan,	
===	Authoritos Co. Tho	Hot Water Warming, Athlophoros,		New London, New Haven.	
_		Paper for Students,		New Haven	
	English & Mersick,	Printing Outfit, Carriage Hardware,		New Haven. New Haven.	
	ragn. w. & F T	Harness Snaps,		New Haven.	
	Grilley Co.	Games & Tricks, Screws.		New Haven. New Haven.	
	Harrison, Leonard D.	Burr Stone Grinding Mill,	Box C,	New Haven.	Pottingill & C-
	Healy & Bigelow,	Indian Medicines,	325 Grand Ave.,	1	Pettingill & Co., Boston.
	Hendryx, Andrew B. Co.,	Reels,		New Haven.	
	Henn, A. S. & Co., Ideal Mfg Co., Interial Granium Co.	Hardware Specialties, Reloading Tools,		New Haven. New Haven,	
	Ives, H. R. & Co.,	Infant's Food,		New Haven.	Jno. E. Heaton.
		Patent Sash Locks, Publisher,	Box 1085,	New Haven. New Haven.	
	Marin Fire Arms Co.,	Rifles, Bicycles,	1	New Haven.	
	New Haven Chair Co.,	Chairs & Rockers,	76 Centre St.,	New Haven. New Haven.	
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CONNECTICUT.

NAME.	BUSINESS.	ADDRESS.	PLACE.	MAN IN CHARGE.
Rubber Stamp Co., Smith, T. H., Winchester Repeating Arms Co., Yale Hygiene Co., Clinton & Co., King Card Co., Ray Card Co., Tuttle & Co., National Mirg Co., Chelsea File Works, Cranston Printing Press	Rubber, Stamps, Franklin Printing Co., Fire Arms, Remedies, Agent's Samples, Agent's Outfits, Agent's Outfits, Agent's Outfits, Agent's Samples, Hand-cut Rasps, "The Cranston,"	Box 1725,	New Haven. New Haven. New Haven. New Haven. North Haven. North Haven. North Haven. North Haven. North Hord. Norwich.	
Cranston Printing Press, Norwich Lock MTg Co., Elrich Hardware MTg Co., Eagle Bieycle Co., Southington Cutlery Co., Le Count, C. W., Yale & Towne MTg Co., Union Hardware Co., Watrous & McCarthy, Ripley MTg Co., Globe Co., Wallingford Silver Co., Specialty Co., American Pin Co., Bristol's MTg Co., Matthews & Willard MTg Co., Matthews & Willard MTg Co., Daisy Card Co., Clark, George P.,	Iron, Brass & Bronze Locks, Specialties, Wheels, Wheels, Razors, Cribbage Boards, Steel Locks, Skates, "Safety Horse Shoes," Binders' Boards, Cards & Pictures, Agents' Outfits, "Ideal Egg Boiler," "Puritan Pins," Steel Belt Lacing, Curry Combs & Scrapers, Watches, Faney Cards &c., Woolwashers,	Box 6,	Norwich. Norwich. Plantsville. Stamford. Southington. South Norwalk. Stamford. Torrington. Tracy. Unionville. Wallingford. Wallingford. Warehouse Pt. Waterbury.	Horace D. Bisto
	DAKOT	Α.		
Shotwell, D. B., Russell-Miller Milling Co.,	Spring Wheat Flour, Flour Export Trade,		Fargo, Jamestown,	North Dakota. North Dakota.
	DELAWA	RE.		
Stetson, Ellison Co., Richardson & Robbins, Wright, Chas.,	Tomatoes, Potted Meats, Peach Trees,		Camden. Dover. Seaford.	
	D. C.			
Berlin, H. S., Brodix Publishing Co., Fitzgerald, W. T., Hough, Franklin H., Hotel Normandie, Massanetta Water Co., Moore & Leding,	Pension Attorney, Home Magazine, Attorney at Law, Patent Agent, McPearson, Sevare, Mineral Water, Washington Souvenir Spoons, Family Paper,	Box 592, 103 Penn. Ave. 109 Penn. Ave.,	Washington. Washington. Washington. Washington. Washington. Washington.	Horace M. Cak
National Illustrated Magazine, National Tribune, People's Journal, Public Opinion Co.,	Family Paper, Weekly Journal, "Public Opinion" (Weekly), Clothiers,	307th Street.	Washington. Washington, Washington. Washington.	B. Andrews, N. F. S. Presbrey.
Sacks & Co., Tanner, James, Topham, James S., Washington Publishing Co., Woodbury, E. F., Woodward & Lothrop,	Pension Agent, Folding Coin Purse, Kate Fields' Washington, "La Normandie."	1231 Penn. Ave., Corcoran Building,	Washington. Washington. Washington. Washington.	E. S. Leonard.
woodward & Lothrop,	Handkerchiefs & Gloves,	10th & F Sts.,	Washington.	
Page & Hammond,	Florida Lands,		Auburndale.	
Metcalf, Lizzie S., Burt, H. A., Dodge & Cullins, Melver & Baker.	Oranges, "Acme Hotel," Tremont House, Everett Hotel, Grand View Hotel,	Colegrove by the Lake, 111 West Bay St.,	Hawthorne. Jacksonville. Jacksonville. Jacksonville.	
Smith, G. W., Peck, S. H., Taber, G. L.,	Duval Hotel, Nurseries,		Jacksonville. St. Mary.	

FLORIDA

				V V
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ike & Ellsworth,	Milk & Wine Lily,		Jessamine,	
easoner Bross	Nurserymen,		Onico,	
merican Exotic Nurseries,	Palms & Rare Plants,	1	Seven Oaks,	R. D. Hoyt.
nce de Leorn	The Barcelona,		St. Augustine.	1
lar C I)	Hotels,		St. Augustine.	I. D. Seavey.
nness, L. Y	St. George Hotel, Real Estate,	I	St. Augustine, St. Petersburg.	
nness, L. Y., onglass, E. S.,	Almeria Hotel,		Tampa.	
ogers, A. E.	Rogers Hotel,		Winter Park.	
	GEORG	IA.		
atlanta Perfurniery Co., atlanta Saw Werks, atlanta Germateeur Co.,		1	Atlanta. Atlanta.	
	Patent Medicine,	47 Peachtree St.,	Atlanta.	Asa Caudler or
le Louch Mill Co.	· ·	47 Teachtree St.,		G. P. Rowell & C
revius Henry	Grist Mills,	221 / 1111	Atlanta.	1
Dixie Doctor The,"	Mfgrs Agent, Medical Paper,	33½ Alabama St.,	Atlanta. Atlanta,	T. H. Huzza,
	Medical Faper, Dropsy Cure,	1	Atlanta, Atlanta.	Dr. Green.
	Remedies,		Atlanta.	
	,		Atlanta,	W. A. Loyless,
laltiwanger & Taylor Drug Co., lawkes, A. W.	0.44	1 1	Atlanta.	
lubbard, H. W	Optician,	Kimball House,	 Atlanto	1
•	Cotton Gin,		Atlanta.	H. G. Mozely or
Mozely, H. G.,	Lemon Elixir,		Atlanta.	G. P. Rowell & Co
Roy Remedy Casa	Blood Purifier,		Atlanta.	
Swifts Specific Co., Wooley, Dr. B. NI.	Remedies,	1	Atlanta.	1
Benkmans, R. J.	Opium,	1	Atlanta.	
Lamar, Rankin Lamar,	Trees,	ı	Augusta. Augusta.	1
Miriam & Mott & Lamar,	Drugs, Perkins House,		Douglasville.	
1 isu, 11. W.,	"Marshall" Hotel,		Savannah.	1
Solomon Bros.	Remedy,	· 1	Savannah.	1
Bower, M. A.,	Piney Woods Hotel,	•	Thomasville,	Wm. E. Davies.
	INDIANA	<u>\.</u>		
Campbell, T. D.	Agents' Directory	588 Boyleston St	Boyleston	1
Campbell, T. D.	Agents' Directory,	588 Boyleston St.,	Boyleston.	Percy Proctor.
Cerealine M'fg Co.,	Agents' Directory, Cerealine Flakes,	588 Boyleston St.,	Columbus,	Percy Proctor, Cincinatti, Ohio.
Cerealine Mfg Co., Indiana Wire Fence Co.,	Cerealine Flakes, Barbed Wire, &c.,	588 Boyleston St.,	Columbus, Crawfordsville.	
Cerealine Mfg Co., Indiana Wire Fornce Co., Pleas S.A.	Cerealine Flakes,	588 Boyleston St.,	Columbus,	
Cercaline M'fg Co., Indiana Wire Fence Co., Pleas, S. A., Ekhart Carriage and Harness	Cerealine Flakes, Barbed Wire, &c.,	588 Boyleston St.,	Columbus, Crawfordsville.	
fercaline Mfg Co., Indiana Wire Fornce Co., Pleas, A., Elkhart Carriage and Harness Manufacturing Co., Miles by Medi Co. (C.)	Cerealine Flakes, Barbed Wire, &c., Seedsman, Carriages,	588 Boyleston St.,	Columbus, Crawfordsville. Dunreith. Elkhart.	
ferealine Mfg CO., Indiana Wire Februce Co., Pleas, S. A., Elkhart Carrietze and Harness Manufacturing Co., Miles, Dr., Medical Co., beither & Barresson	Cerealine Flakes, Barbed Wire, &c., Seedsman, Carriages,	588 Boyleston St.,	Columbus, Crawfordsville. Dunreith. Elkhart. Elkhart.	
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ferealine Mfg CO., Indiana Wire Ferree Co., Pleas, S. A., Elkhart Carriarge and Harness Manufacturing Co., Miles, Jr., Medical Co., Leither & Barrows, Fort Wayne Electric Co., Fort Wayne Corgan, Co.	Crealine Flakes, Barbed Wire, &c., Seedsman, Carriages, Patent Medicine, "Weisell" Washing Machine, Electric Light Plants, Organs,	588 Boyleston St.,	Columbus, Crawfordsville. Dunreith. Elkhart. Elkhart. Fort Wayne. Fort Wayne. Fort Wayne.	
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Geraline Mfg Co., Indiana Wire Ferree Co., Pleas, S. A., Elkart Carriagge and Harness Manufacturin E Co., Miles, Irr., Medical Co., beither & Barrows, Fort Warne Electric Co., Fort Warne or gan Co., Olds Wagon Co., Horton Manufacturing Co., Recker Washer Co., Indiana Folding Bed Co., Allison Compon Co., Ever. W. L., Hedman, C. William, Indianapolis Chair Mfg Co., Kahn Failoring Co., Lorden, L. C.,	Crealine Flakes, Barbed Wire, &c., Seedsman, Carriages, Patent Medicine, "Weisell" Washing Machine, Electric Light Plants, Organs, Wagons, Washers, Folding Beds, Improved Coupon Books, Publications, Desks, Metal Polish, Chairs, Clothing, Wire Picket Fence Machine,	17 West Georgia St. 69 E. Wash. St.,	Columbus, Crawfordsville. Dunreith. Elkhart. Elkhart. Fort Wayne. Fort Wayne. Fort Wayne. Fort Wayne. fort Wayne. Indianapolis,	
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feredine Mfg CO., Indiana Wire Ferree Co., Pleas. A., Eliklart Carriatze and Harness Manufacturinty Co., Miles, br., Medical Co., beither & Barrows, Fort Wayne Electric Co., Fort Wayne Electric Co., Fort Wayne Organ Co., Olds Wagon Co., Horton Manufacturing Co., Ecker Washer Co., Indiana Folding Bed Co., Allison Coupon Co., Ecker-Merrill Co., Ediert, W. L., Hedman, C. William, Indiana Folding Co., Kahn Failoring Co., Lowlen, L. C., Nerdyke & Martmon Co., Back, D. H., Pub. Co., Spicel, Henry L.	Crealine Flakes, Barbed Wire, &c., Seedsman, Carriages, Patent Medicine, "Weisell" Washing Machine, Electric Light Plants, Organs, Wagons, Washers, Folding Beds, Improved Coupon Books, Publications, Desks, Metal Polish, Chairs, Clothing, Wire Picket Fence Machine, Mill Outfits, Publications,	17 West Georgia St.	Columbus, Crawfordsville. Dunreith. Elkhart. Elkhart. Fort Wayne. Fort Wayne. Fort Wayne. Fort Wayne. Fort Wayne. Indianapolis.	
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Grealine Mfg CO., Indiana Wire Ferree Co., Pleas, S.A., Elkhart Carriatze and Harness Manufacturing Co., Miles, br., Medical Co., beither & Barrows Fort Warne Electric Co., Fort Wayne Organ Co., Olds Wagon Co., Horton Manufacturing Co., Ecker Washer Co., Indiana Folding Bed Co., Allison Coupon Co., Eder, W. L., Bedman, C. William, Indianapolis Chair Mfg Co., Kahn Failoring Co., Lorden, L. C., Nordyke & Marmon Co., Ranek, D. H., Pub. Co., spicel, Henry L., Wire Fence Supply Co., Oriental Remedy Co.,	Crealine Flakes, Barbed Wire, &c., Seedsman, Carriages, Patent Medicine, "Weisell" Washing Machine, Electric Light Plants, Organs, Wagons, Washers, Folding Beds, Improved Coupon Books, Publications, Desks, Metal Polish, Chairs, Clothing, Wire Picket Fence Machine, Mill Outfits, Publications, Parlor & Library Tables, Fence Wire Locks, Opium Habit Cure.	17 West Georgia St.	Columbus, Crawfordsville. Dunreith. Elkhart. Elkhart. Fort Wayne. Fort Wayne. Fort Wayne. Fort Wayne. fort Wayne. Indianapolis. Lafayette.	
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Ceraline Mfg CO., Indiana Wire Ferree Co., Pleas, S. A., Elkhart Carriagge and Harness Manufacturing Co., Miles, Ir., Medical Co., leither & Barrows Co., Fort Wayne Organ Co., Fort Wayne Organ Co., Olds Wagon Co., Borton Manufacturing Co., Becker Washer Co., Indiana Folding Bed Co., Allison Coupon Co., Eleer, W. L., Bedman, C. William, Indianapolis Chair Mfg Co., Kahn Failoring Co., Lorden, L. C., Nordyke & Martmon Co., Ranck, D. H., Pub, Co., Spiczel, Henry L., Wire Fence Supply Co., Oriental Remedy Co., Alling & Lodge, Loddthwait, Simon, Veal Brothers, Ganse & Bissell, Henley, M. C., Selgwick Bros, Co., Lav, Joseph & Co., Selgwick Bros, Co., Lav, Loseph & Co.	Cerealine Flakes, Barbed Wire, &c., Seedsman, Carriages, Patent Medicine, "Weisell" Washing Machine, Electric Light Plants, Organs, Wagons, Washers, Folding Beds, Improved Coupon Books, Publications, Desks, Metal Polish, Chairs, Clothing, Wire Picket Fence Machine, Mill Outfits, Publications, Parlor & Library Tables, Fence Wire Locks, Opium Habit Cure, "Rattler Knife," Real Estate Investments, Rattan & Reed Furniture, Plant Novelties, Lawn Mowers, Fences & Gates, Steel Wire Brooms,	17 West Georgia St. 69 E. Wash. St., 14 E. Wash. St.,	Columbus, Crawfordsville. Dunreith. Elkhart. Elkhart. Fort Wayne. Fort Wayne. Fort Wayne. Fort Wayne. Fort Wayne. Indianapolis.	
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Abbott, W. S. & Co.,	Four Dollar Harness,	Ontario& Franklin		Mr. Gill.
Adams & Westlake Co.,	Rifles and Brass Bedsteads,	· · · · · · · · · · · · · · · · · · ·		o
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Aer Motor Co.,		12th & Rockwell Sts		
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Ames & Frost Co.,	Imperial Wheels.	302 Wabash Ave.,		W. R. Walpole
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Ballenberg,	Modes,	Wabash & Monroe.	,	
Barbed Iron & Wire Works,	" Acme " Letter Tray,	41 Dearborn St.		
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	Mill Brushes, Remedial Appliance,	36 La Salle St.		
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Illinois Central Rail Road,	Chicago to St. Louis,			👉 A. H. Hauson
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Krimball, J. P. & Có., Laird & Lee,	Mineral Waters, Publishers,	257 Dearborn St., 263 Wabash Ave.		J. P. Krimbal
Lapham,	Palmer House Shoe Store.	203 Wabasii Ave.		1
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Mandell Brothers,	Dry Goods,	197 Wabash Ave.		-
Marshall, Geo. E., McClurg, A. C. & Co.,	Jewelry, Publishers,	197 Wabash Ave.		Col. Davis.
McCoy, William,	New European Hotel,	Clark & Van Buren		
		Sts. 204 La Salle St.		
McCune & Aument, McDonald, Chas. & Co	Yost Typewriter, Periodical Agency,	55 Washington St.		
McGill, Dr.,	Orange Blossom,	_		1
McGuire M'f'g Co.,	Machinery,	122 N. Sagamon St.		Mr. Bassett.
McIntosh Battery and Optical Co.,	Piano & Organ Chart,	141 Wabash Ave., 266 Wabash Ave.		Mr. Bassett.
McMaster, Prof. James, McMullen Woven Wire Fence Co.	Tano & Organ Chart,	2500 11 21 12 12 12 12 12 12 12 12 12 12 12		(
Mecker Medical Co.,	Opium Habit Cure,]		Mr. Dearing.
Michigan Stove Co.,	Stoves,	402 Western Bank		Fred. Gardine
Miller, W. B.,	Real Estate,	Note Building.		
Mills, W. T. & Co.,	Harvey Real Estate,	161 La Salle St.,		Mr. Paine.
Moffat Cycle Co., Montague & Fuller,	Smythe Book Sewing Machine,	142 Washington St. 345 Dearborn St.		Mr. Moffat.
Montague & Fuller, Montgomery, Ward & Co.,	Hantmerless Guns & Grange Supplies	Michigan Ave.,		Mr. Thorn.
Moore, E. B. & Co.,	Wood Floors,	48 Randolph St.		Į.
Mordaunt, F. S. Company,	Promoters,	Chamber Commerce		1
Morris, A. C. & Co.,	Specialties,	Building, 167 Dearborn St.		
' ' '		1300 Chamber of		Mr. Saylor.
Morris, Gantz & Co.,	Real Estate,	Commerce,		Pit. Caylor.
Munson Typewriter Co.,	Typewriters,	164 Market St. 1059 Washington &		
Murray, Mary E.,	Almond Nut Cream,	Boulevard,		
National Journalist,	Newspaper,	297 Dearborn St. 1		
National MTg Co., National Printing Ink & Dry	Jewelry,	334 Dearborn St. Austin Ave. & Dil-		
Color Co.,	Lithograph Inks,	lar St.		
National University,	Educational.			
Needham's Sons,	Blood Disease Cure,	Inter Ocean B'ld'g.		
Newman & Son, Newman Corset Co.,	Illustrated Home Journal,	210 Randolph St. 157 State St.		
Nile Publishing Co.,	Publications,	and that the		
Nutriment Co., Odell Typewriter Co., Owen Electric Belt & Appliance	Fluid Beef.	To Tour		
Odell Typewriter Co.,	Typewriters,	Pontiae B'ld'g.		
Co.,	Remedial Appliances,	191 State St.,		Mr. Miles.

You can make your goods known throughout the West, by using

NAME.	BUSINESS.	ADDRESS.	PLACE.	MAN IN CHARGE.
	CHICA	GO.		
Oxford Mfg Co., Patterson, E., Portrait Co., Paul, J. C. & C.	Oxford Singer Sewing Machine, Portraits,	505 State St., 59 Dearborn St.,		W. T. Upton. E. Patterson.
Peabody, Houghtling Co., Peacock, C. D.,	Bankers, Jeweler.	59 Dearborn St. State & Washingt'n		Mr. Stroms,
Pearson Mifig Co.,	Wood Mantels	39 Van Buren St.		минетощь.
Peats, Perfection Bottle Stopper Co.,	Peats' Wall Paper,	136 W. Madison St. 315 Wabash Ave.,		Edward Brooks
Phelps Publishing Co., Phillips, Albert W.,	Patent Stoppers, "Farm & Home," Publisher—Music.	509 Rookery.		Diward Drook
Phillips, W. Photo Tint Engraving Co., Pitken & Brooks,	Songs, Artistic Engraving, Cut Glass,	513 C Ave. 80 Dearborn St. State & Lake Sts.,		Mr. Brooks.
Polytechnic Institute,	Educational,	Madison St. & 5th		
Powers' Temperature Regulator,	Automatic Regulator,	Ave. 36 Dearborn St.		
Price Baking Powder Co.		184 Michigan St.,		Mr. Rose.
Price Extract Co., Putnam Clothing House,	Flavoring Extracts, Men's Clothing.	Cears St.,		Mr. Fisher. Mr. Bassett.
Raiser, Chas.	Baby Carriages,	62 Clybourn Ave.		
Rand McNally Co.,	Map & Book Publishers,	148 Monroe St. Adams & Wabash		
Revell, A. H. & Co.,	Furniture,	Ave.,		John Revell.
Rhode, R. E.,	Chemist,	Ave., 504 No. Clark St.		
Rice, G. S. Music Co., Rice Music Co.,	Music, Music,	248 State St. 243 State St.		
Rice & Whitakre M'fg Co., Rockwell & Rupel,	Marine Engines,	47 So. Canal St.		
Rocke E H	Steel Copying Presses, Hair Goods,	51 La Salle St. 74 State St.		
Rocke, E. H., Rood Magic Scale,	Ladies Tailoring System.	74 State St.		
Root, E. T. & Sons,	Music,	233 State St.		
Rudolph Mfg Co., Ruthanello Novelty Co.,	Disinfectants. Parlor Games,	1022 Opera House,		E. G. Pound.
Sandford M'f' c Co.	Indellible Ink.	,		
Saturday Blade, Schilling Corset Co.,	Weekly Paper,	222 Market St.		W. D. Boyee.
Seng & Co.	Furniture Fixtures,	11 So. Canal St.,		P. S. Eustis.
Sergel, Chas. II. & Co., Sherman & Butler,	Publishers,	Dearborn St., 26 W. Lake St.		Chas. H. Sergel
Stack, Chas. II	Flour Sifter, Burnett's Flavoring Extracts.	20 W. Latke St.		
Snyder, Dr. O. W. F.,	Anti Fat.	McVicker Theatre.		No. 11
Spaulding & Co., Speedy Cycle Co.,	Gold & Silversmith,	State & Jackson Sts 16th & Jefferson Sts		Mr. Foreman. Mr. Bode.
Speer, H. C.	Banker,	237 La Salle St.		
Stationer & Printer,	Trade Paper.	Haymarket Thea-		
	Dentifrice,	tre Building.		
Stevens, Chas. A. & Bros.,	Silks,	111 State St.,		Chas. A. Stever
Stewart, F. G. & Co., Stockham, Alice B. & Co.,	Headache Powders, Publication,	358 Dearborn St. 277 Madison St.		
Moddard & Daniels	Typewriters,	200 La Salle St.		D= V 19
Stone Medicine Co., Strohl, B. C. & Co.,	Bronchial Wafers, Hair Goods,	191 Wabash Ave.		Dr. X. Stone.
Strong, L. H. & Co.,	Arnica Soaps,	189 Madison St.		
Studebaker Bros. M'fg Co., Sweet, Wallach & Co.,	Carriages,	215 Wabash Ave.,		Mr. Wallach.
twoice of Ticker (2)	Photo. Supplies, Gummed Letters,	87 Franklin St.		diimen.
Thacher, Dr. C. L., Thain, R. T.,	Remedies,	6 Cent. Music Hall.		
Thayer & Jackson Stationery Co.,	Paper Cutter, Stationery Goods.	161 La Salle St. 245 State St.		
Thomas, H. A. & Co.,	Good Health Corset Waists,	465 W. Wan Buren		
Thomas, L. H. & Co.,	· · · · · · · · · · · · · · · · · · ·	St.	i	
	Standard Inks. Music,	259 Wabash Ave.		
Thenson W. T.	Photo, Supplies,	84 Wabash Ave.		
	Musical Toy Cart, Sporting Goods,	69 Dearborn St. 60 Wabash Ave.,		Mr. Thorsen.
	Chicago & N. W. R. R.			
Underwood Land Collar Co.,	Copying Ink Ribbons.	4	Also New York.	
	Curling Iron Heaters,	240 Carroll Ave.		
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U.S. Watch Co.,	Watches,	380 W. Van Buren		1
Van Vlissingen, J. H. & Bro.,	Real Estate,	St. Madison & La Salle		Mr. Wilde.
Vaughan,	Seedsman,	14 W. Washington		
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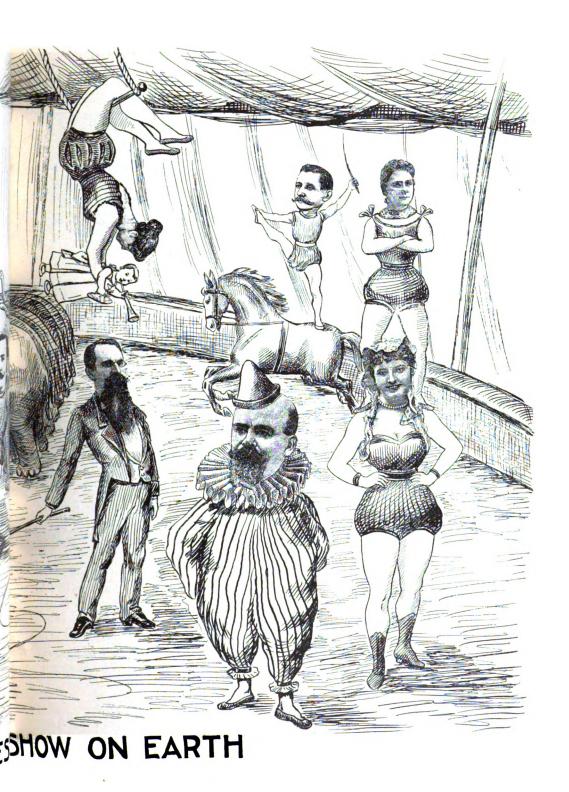
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Velocity M'f g Co.,	Bicycles,	98 W. Washington Street.		
Jirginia Hotel, The,		ı		
on Lengerke & Antoine, Varner Lock Co.,	Sportsman's Goods, Safe Locks,	246 Wabash Ave.		
Varner 1.0ek Co., Vaukesha Hygia Mineral Springs	Safe Locks,	Manhattan Bld'g.		
Co.,	1	287 Wabash Ave.	i h	
Verno, H., Vestern-Caravan Co.,	Merchant Tailor,	Tacoma Block.	i	İ
Vestern Journals,	Specialties, Newspaper Agent, Box Paper,	439 Rookery.		
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Vestern Pearl Co., Vest Pullman Land Association.	Bicycles, Real Estate,	334 Dearborn St.		
White, L. & Co.,	Fancy Goods,	210 State St.	I .	
Cilliams & Co	Watches.	125 So. Halsted St.	l .	
Villiams, Wm., Vheatley, E. A., Vilkinson, J. Co.,	"Home Work" Fancy Articles, Advertisement Writer.	210 State St.		i .
Vilkinson, J. Co	Magic Lanterns, &c.,	269 State St.	i	
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Villiard, Chas. P. & Co., Vinkerman & Brown Drug Co.,	Yachts and Steam Engines, Perfume Novelties,	5 Dominick St. 6 Washington St.	1	
inship, Charles A. & Co.,	Jewelry,	1115 So. Ninth St.	1	,
ire Fence Improvement Co	"Duncan Fence,"	87 Third Ave.		
olf & Periolat Fur Co.,		65 Washington St.	I	1
Voman's Canning & Preserving Co	Fruits and Vegetables,	161 La Salle St.,		Mr. Vierbocker
forld's Columbian Exposition.	Publication,	218 La Salle St.	I	
orld's Fair Souvenir Co	"The Columbia,"	173 La Salle St.	I	
Crigley, Wm. & Co., ecze, A. & Co.,	Gloria Silk Umbrellas. Photo Process Engraving,	341 Dearborn St.		
Pee, Geo, & Sous,	"Dee's Lye."	T	Dixon.	
oodspeed, A. R.,	Agents' Directory,		Dwight.	
Note Book,"	Publication,	}	Dwight.	
lorgan Horse Co.,	Horse Breeding,		Dundee.	1
hicago Fishing Tackle, tover M'f'g Co.,	Sporting Goods, Bieveles,	54-56 Atlantic Ave,	Englewood. Freeport.	ĺ
dwards R.J.	Automatic Saw Lubricator,		Galena.	
argent, D. F. & Son,	Road Carts,	1	Geneseo.	
horntorn, Norbury W., lelvetia Milk Condensing Co.,	Games, Evaporated Cream,	1	Genesco. Highland.	į
linois Military Vendency	maporated (ream,		Morgan Park.	
unn, Chas. E.,	Mastiff Dogs,	i	Peoria.	
eoria Herald, louse-Duryea Cy. Co.,	Daily Newspaper, Sylph Cycles,	+ 16 G St.,	Peoria. Peoria.	
ucker, Fred. S.,	Turkish Couches,	16 (4.81.,	Peoria. Peoria.	
ucker, Fred. S., ahl, Geo. H., wartzbaugh, C. E. & Co.,	Incubator,		Quincy.	1
wartzbaugh, C. E. & Co.,	Pearless Steam Cooker,	1	Quincy.	
ir Brush M'f'g Co., arnes, Jno. & W. F. Co.,	Art Tool, Disk Drills,	58 Nassau St., Ruby St.,	Rockford, Rockford,	1
linois Art School,	Educational,	58 Ruby St.,	Rockford.	1
linois Art School, itchen, W. W., anny Lemon Juice Extractor	Aluminum Souvenir,	• '	Rockford.	1
anny Lemon Juice Extractor Co.,	Lemon Squeezers,	201 Columbia St.,	Rock ford.	i
raves Brothers,	Sleeve Seam Support,		Sandwich.	1
harter Gas Engine Co.,	Gas Engine,	Lock Box 8,	Sterling.	1
ouglas, R. J. Co.,	Boats,	i Tababa mara	Wankegan.	! ==== = = = ===
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arnenter, D. J.	Milling Wheat,		Beloit.	
Hawkeye,"	Newspaper.		Burlington.	a m at 1-in
arpenter, D. J., Hawkeye," nclair, T. M. & Co., ewcomb, C. N.	Fidelity Ham & Bacon,		Cedar Rapids,	S. E. Sinclair.
ewcomb, C. N. chnoor, Otto,	Looms, Artistic Landscape Designer,	829 W. Third St.,	Davenport. Davenport.	
edell, E. C.,	Publisher "Busy Bee,"	III	Des Moines.	1
hamberlain & Co.,	· ·	100 111 11	Des Moines. Des Moines. Des Moines.	1
es Moines Novelty Co., rmsby, E. S. Co.,	" Horse Tail Tie." Co-operative Loan & Trust Co.,	122 W. Fourth St.,	Des Moines. Emmetsburg.	
oag, J. Murray,	Choice Ponies,	1	Maquokita.	
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KANSAS.

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	Railroad. Drugs,		Bellville. Topeka, Winfield,	G. F. Nicholson. Addison Brown
	KENTUCI	XY.		
Chase, E. F. & Co.	Medicine, Publication, "Hunter Sifter," Agents' Outfits, Whiskey, Water Tanks, Distillers, Patent Ledger, Drug Importers & Chemists,	Fifth & Scott Sts., 123 E. Main St., 217 E. Main St.,	Covington, Covington. Louisville. Louisville. Louisville. Louisville. Louisville, Louisville, Louisville,	R. E. Queen. Milton McRae. N. J. Hargrave. F. A. Henry.
	LOUISIAI	NA.		
Lake City Nurseries, Boussan French Perfumery Co., Bunbar, G. W. Sons, Paragon Shorthand Institute, Soulé, Geo.,	Mariana Plums, Sugar Cane Syrup, "Shorthand taught by Mail," "Books on Accounts,"	46 Chartres St., 186 Robin St., 133 St. Charles St.,	Lake Charles, New Orleans. New Orleans. New Orleans. New Orleans.	M. Vincent.
	MAINE			
Allen's Lists, Barton, C. & Co., Bird, F. R., Capital Drug Co., Cushnoc Music Co., Gannett & Morse Concern, The, Gay & Parsons, Giant Oxic Co., Good Things Pub. Co. Gray, Low, & Co., Milliner. Our Home Life, Parker, F. A. & Co., Pleasure Pub. Co., Ribbon Co., Supply Co., True & Co., Vickery & Hill, Jones, J. F., Layes, F. H., Cushing, W. & Co., Drer & Hughes, Merrill & Co., Precott, J. L. & Co., Spiors, A. C., Beltknap Motor Co., Bulrows, F. T. & Co., Perfect Pencil Pointer Co., Schotterbeck & Foss, Morris, B. N.,	Advertising, Novelties, Toilet Articles, Toilet Articles, Novelties, Peet's Comfort Family Paper, Ratchet Screw Driver, Agents' Wanted, Paper, Publication, Games, Books, Specialties, Stamping Outfits, Paper, Paper, Paper, Silks, Oil Paintings, Agents' Outfits, Publications, Shoes, Fox Hounds, Perfection Dyes, Organs & Pianos, Rubber Printing Stamps, "Enameline" Stove Polish, "Spiers' Cooker," Electric Motors, Wire Window Screens, Patent Pencil Sharpener, M'fg Chemists, Canvas Canoes,	Water St., Water St., Water St., Water St., Water St., 96 Willow St., Water St., Water St., Water St., Water St., Box 10, Box 1389, Box 65, 23 Plum St., 105 Middle St.,	Augusta, Costigan, Dexter, Foxeroft, Manchester, North Berwick, North Windham Portland, Portland, Portland, Portland, Portland,	A. W. Whitney, C. B. Chick, F. R. Partridge, F. G. Kinsman, J. F. Bean, C. A. Price, John H. Parsons C. A. Price, C. B. Chick, Edwin C. Hende C. A. Price, W. A. Newcoml Fred.W. Plaiste James J. Maher W. A. Newcoml A. P. Fifield, See Allen, Walt, D. Stinsor
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Adams, Geo, F., American Press, Co., Baltimore & Ohio R. R., Baltimore Medical & Surgical Becord, Baltimore Specialty Co., Baltimore Baptist, Baitim, W. F., Campbell & Tell, Carnes, A. G. Dick, H. W. & Co.,	"St. James" & "Albion" Hotels, Rare Books, Monthly Medical Journal, Furniture Polish, Religious Journal, Stamps, Safety Boiler, Bookkeeping Manual, Gas Fixtures & Lamps,	1602 W. Lauvalle St 314 St. Paul St., 412 No. Howard St., 734 No. Fulton Ave.	Baltimore, Baltimore, Baltimore, Baltimore,	J. T. Odell. T. H. Graham.



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LITERARY NOTES.

The desire to see a literary lion and to hear him roar, which it took the nineteenth century to recognize as one of the inherent traits in human nature, was perceived by no one so readily, perhaps, as by the lions themselves. The success of Dickens and Thackeray, who were among the first to appreciate the weakness, and to institute the authors' reading, has been the means of enticing many another lion from his lair, in the confident hope of returning to it later on, laden with bones. Literature has come to be a doubly profitable pursuit. Every popular book begets a desire to see its author; and conversely every one who hears a popular author read, has a desire to buy his books. The advertising received from these authors' readings, now so fashionable, might well be a sufficient inducement in itself for a writer to go upon the platform, were there not more substantial considerations still to decide the matter.

himself out of such a sinecure. Forswearing for a time the fascinations of laying sewers, building bridges, painting pictures and writing books, he recently entered into partnership with Mr. Thomas Nelson Page, with whom he has been appearing before crowded houses in the large cities, reading from his "Well Worn Roads," and reciting his worn, threadbare tales, embodied in the still charming "Colonel Carter." Mr. Page's appearance on the platform is sure to be greeted by a ripple of applause from small gloved hands; his exquisitely written stories, his Southern gentlemanliness of manner, have captivated the feminine constituency of his audience, which largely predominates. Now that the readings are over we are having Colonel Carter served up to us as a four-act play at Palmer's. the next development will be heaven only knows. Possibly we shall find the Colonel figuring as the central attraction in a stereoption lecture on "The True Southern Gentleman."

If anything could have kept Sir Edwin Arnold away from his beloved Japan, surely the fair audiences which crowded Daly's Theatre to hear him read oriental poems whenever his health permitted, would have done so. The fact that so many of these

authors' readings are matinee affairs, suggests the question (which Mr. Bok is entitled to work into a symposium for his syndicate or Journal, free of charge), Are Women Greater Lion-Hunters than Men?

It will not be the fault of the advertising man of Messrs. Macmillam & Co. if his firm does not realize more than the large price, \$40,000, given to Mrs. Humphrey Ward for the

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Edwib , sarely Daly s American rights of her latest book. Everywhere one sees posters, paragraphs, reviews and newspaper advertisements of "The History of David Grieve." Like "Robert Elsmere," it invites controversy; and by its depth and solidity rather encourages a feeling of self-congratulation in the reader that he has been clever enough to read so profound a book and enjoy it; hence its popularity is assured. Why don't more critics come out honestly and say that "David Grieve" is a great novel?

MRS. AYER sends me a copy of her latest literary effort, "My Lady's Dressing-Room." The cover is splendid. The work is translated from the French of Barone Staffe, and rejoices in such startling chapters as The Nose, its abnormal redness; The Face, wrinkles, warts, freekles; The Hair, baldness, remedies for falling hair. A splendid opportunity for illustration has been neglected in this chapter. I have tried with the kind assistance of *Life* to show the possibilities of this subject handled in a proper spirit. The areilifying result produced by hair restorer, properly applied, will be noticed below.

I imagine the book will have a large sale. Why, I cannot say. "If your hands are large," says Mrs. Ayer, "the fingers may be made more tapering by continuous pinching and pressing." A better way would be to clap hands for papa to come home. It would at any rate take less time and be more fun.

The great point in this work to my mind seems to be that though Mrs. Ayer is in the business of making toilet preparations, she is smart enough to say nothing about it. In all her frequent annotations not one word of reference to any of her specialties is noticed even in the slightest degree. Wherein Mrs. Ayer proves herself to be a shrewd capable advertiser of more than ordinary acumen.











From Lite.

My Scottish friend, Mr. Joseph Wright, who makes the far-famed Drooko Umbrella, is also a literateur after business hours. His



volume is entitled "Janet Hamilton," and is inscribed to the Hon. John Bright, M.P. It is the sketch of a country woman of his, and is filled with quotations from all the

poets available. Unlike Mrs. Ayer, Mr. Wright selects a subject as remote from his business as one could well imagine. If I were he, the next fiction I would attempt

would be on the Jules Verne order, and describe a trip to Chinatown in a parachute. It might not be so touching, but there would be more revenue in it.

Mr. Wright, I learn from an old neighbor of his, commenced the sale of umbrellas in a small store in the Arcade. One of his pet schemes is to present the finest umbrella he can make to all the great public characters who visit Glasgow. Mr. Bright was so favored, so was Mr. Gladstone, Lord Salisbury, Henry Irving, the Prince of Wales, and I expect to get one myself when I go there. Mr. Wright is a genius, and is the leading umbrella maker in Scotland.

Speaking of notables reminds me that Lever Bros., the Sunlight Boys of England, recently held a big affair at Port Sunlight to celebrate the opening of some public building presented by them to the Liberals of Sunlight, and the Grand Old Man was induced to come down and make the opening address. If this isn't advertising with a

vengeance I don't know what is. All the illustrated papers gave sketches of the scenes enacted, and the portraits of the Lever Brothers were alongside that of Mr. Gladstone. What surprised and interested me most of all was the fact that the Levers are apparently men not much over thirty. I am told that the business is scarcely over five years old, yet the buildings already cover many acres. It is truly marvellous. It is a good soap, and may be better than any other. But I am inclined to credit their success in a measure, at least, to art in advertising.

I RECENTLY commended a pamphlet issued by Mr. Frank Barksdale, of the Pennsylvania Railroad. Mr. Barksdale, it seems, is not only good at printing books, but can get paid for contributing ads. to the newspapers about his railroad, as the following example in the Philadelphia Press shows:

Frank Barksdale, of the Pennsylvania Railroad, witnessed a very funny incident the other night in a sleeping car en route to Virginia. One of the passengers was a fine looking old man who had lived in Elmira, N. Y., all his life, and was taking his first trip on a railroad. The sleeper seemed to mystify him a great deal. The old man began to grow sleepy, and the porter asked him if he wouldn't like his berth fixed up. The Elmira tourist, after the bed was made, glanced anxiously around, and finally went out on the rear platform. After the lapse of about fifteen minutes the door flew open, and the passengers were amazed to see the Elmira man, in a suit of flaming red underwear and his arms full of garments, dart rapidly up the aisle, and disappear head-first into his berth. A minute later a chuckling voice was heard coming out of the berth:

"Old Elmiry may be a little slow in some things, but she gets thar jest the same."

This is an improvement on the old methods.

When Mr. George H. Daniels read this little item he was greatly impressed. "Sweeter than Paderewski," he murmured to Storey, his amiable young assistant, "but



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GEORGE H. DANIELS.

I think we can see Brother Barksdale and go him one better." So by some process of mental telegraphy, I suppose, they communicated with Brander Matthews, who prepared a neat little serial entitled "In the Vestibule Limited," of which the following is the opening paragraph:

The New York and Chicago Limited train, composed wholly of vestibule "sleepers" (with a subsidiary baggage-car and a comfortable dining-car), leaves the Grand Central station in New York every morning at ten minutes before ten o'clock; and about three hours later it arrives at Albany, where there is adjoined to it another sleeper (of the same vestibule fashioning), which has left Boston at seven o'clock that morning. Then the train which has come up the valley of the Hudson, lengthened by the added car which has come across the valley of the Connecticut, starts out of the Albany station at a quarter past one o'clock on its journey up the valley of the Mohawk.

In order that Mr. Daniels may not have the slightest cause for complaint, Mr. Matthews inscribes the book to another railroad writer in the following charming manner:

то

THE AUTHOR OF

"THE PARLOR CAR" "THE SLEEPING CAR"

"THE ALBANY DEPOT"

THE AUTHOR OF

"IN THE VESTIBULE LIMITED"
INSCRIBES IT.

My friend, Mr. F. G. Barry, of Utica, who publishes the Richfield News, Saratoga News and Thousand Islands News in the summer, and the St. Augustine News in the winter, has just started another paper, the Tourist, to be published all the year round. Nothing but the hope of finding some flattering reference to myself would ever induce me to wade through the awful twaddle about Mrs. Gilliflower's lawn party, Mrs. De Witt Smith's accomplished daughters, etc., that Mr. Barry prints in his papers. But, of course, Mrs. Gilliflower reads them and sends copies to her friends, and so do the De Witt Smiths and a hundred thousand others that Mr. Barry shrewdly contrives to mention, to say nothing of those who are not mentioned, but who, like myself, buy the papers in the hope that they are. Mr. Barry's new paper is to be issued monthly instead of weekly, as are the others, and in addition to the usual society gossip will contain matters of literary interest, such as the story by Captain Charles King, and the poem by Ella Wheeler Wilcox, in the current number. I wish the Tourist a long and prosperous journey.

THE BOOK-WORM.

MR. CHILDS' IDEA OF A BRICK PLANT.

(From the Philadelphia Public Ledger.)

Brickyard Property.

FOR SALE OR TO LET-BRICK PLANT. Hacres of the Finest Clay Land. Inquire of M. M. NEWAN. No. 242 Frank lin street.

A realistic picture of the plant will be observed in the upper left hand corner.

GOOD READING

and valuable, too. The bound volumes of ART IN ADVERTISING. Price \$2.00, or send us 12 back numbers and \$1.00, and the book will be sent you post-paid.



From the Magazine of Art.

LADY HAMILTON AS MIRANDA After a painting by Romney.

"THE TEMPLE OF HEALTH."



From a miniature owned by Mr. Gladstone.

Graham was an erratic Scotchman who had studied medicine at Edinburgh and who had built up a considerable practice among a wealthy and credulous class of people by the advocacy of such remedies as milk baths, earth baking, and the application of electricity in various ways. In 1779 he established himself in a fashionable quarter of London in an elaborately decorated house, "The Temple of Health," where he was wont to deliver a lecture on Hygiene twice a day to such as paid a crown apiece to hear him, and to treat those who wished to avail themselves of his services, at prices ranging from a few shillings to £250.

It was at this place that Lady Hamilton, then Amy Lyons, is said to have appeared. Though less than twenty, she had already passed through many vicissitudes of penury, patronage and impurity when Graham found her, and struck by her remarkable beauty induced her to become the "Goddess" of the "Temple." Here, seated on the "Celestial"

NOTHER biography of that much discussed woman, Lady Hamilton, has recently appeared in England. haven't read it, but as it is said to be favorable to her fame it probably denies the old story of her connection with the notorious Dr. Graham, who was certainly the greatest advertiser, and probably the greatest fraud that the last century produced. Ever since Lady Hamilton's death in 1851, her biographers and the biographers of Lord Nelson (with whom her name is inseparately connected) have been asserting and denying that it was she who posed as "Vestina" in the famous "Temple of Health," over which Dr. Graham presided. Why her defenders should go to such lengths to clear her of this imputation while compelled to admit far graver charges is a mystery. For my part, I see nothing improbable in the story, nor anything in the connection with Dr. Graham that a woman with Lady Hamilton's indefinite ideas of morality need have been ashamed of.

Throne," she recited at each matinee and evening entertainment, a lecture composed by the Doctor on the "means of preserving health, beauty and personal loveliness, and serene mental brilliancy, even to the extremest old age, serving likewise to exhibit in her own person a proof of the all-blessing effects of virtue, temperance, regularity, simplicity and moderation."

The "rosy goddess" so very human in her womanly beauty, her legacy of original sin, and her ready disposition to increase it; the gimcrack "temple" of glass and gilding, with its attractive if not strictly obvious collections in "hygiene," and the art of the Doctor in exploiting the verbose and stilted phraseology of that era of Johnsonized English to advertise his lectures, all combined to create a furore for popular knowledge and exemplification of the laws of health that modern sanitarians might envy.

For a while Graham prospered exceedingly, but interest in the "Temple" soon

flagged, and in the end he was obliged to abandon the enterprise and to take up his residence in cheaper quarters. Some years after he became insane and in 1794 he died. The "goddess" eventually became the wife of the British Ambassador at Naples, Sir William Hamilton; the associate of queens and princes, and mistress of the great admiral Nelson. She outlived both her husband and her lover, and in 1815 she too died, in poverty, at Calais, whither she had fled to avoid her creditors.

Such, briefly, is the history of "The Temple of Health" and its "goddess." The Temple of Fame might eject Lady Hamilton from its precincts should the strong minded of her sex come to their own; but advertising, as a fine art, may some day have its shrine, wherein there must be a niche for "Vestina" as one of its divinities, whatever deity in the soap, dry goods, or baking powder line may furnish the lineaments for the great Jupiter in the porch of the fane.

It has always seemed more or less perplexing to me how an author manages at all times to extricate his hero from a perilous position. In the blood curdling novels of my early and inexperienced youth, nothing was ever strange; and as I recall a story that once fairly riveted my eyes to the page, I smile somewhat to think that the fastest steam yacht in the world is made from just such stuff as this:

The four Moors laid an iron grasp upon the boy. Two others advancing seized his hair, and bent his head down across the top of the anvil.

A huge fellow with a two-handed sword, also black like the others, advanced, and raised the weapon high over the youth's neck.

The lieutenant made a swift, terrible sign, and the ponderous blade with an edge like a razor descended toward the back of Darrell's neck! One second more and the head would be severed from the body by that tremendous stroke.

Down came the heavy blade, there was a sharp, crashing sound, and the young officer's head fell!

To be continued in our next.

CHAPTER IV.

A LEAP FOR LIFE.

DARRELL's head fell, as stated, but not from the body.

As the sword was descending a loud, ringing voice was heard in the Moorish tongue from the direction of the cabin.

As quick as lightning the lieutenant standing close to the anvil pushed the arms of the Moors holding Darrell by the hair.

In this way the head was shoved to one side and as the men let go of it with a sort of downward pull, it fell slightly ere the youth could raise it.

The sword thus missing the boy, and striking a piece of black canvas over the anvil, emitted the dull, crashing sound alluded to.



You will see by the illustration that in the course of events the hero and his friend are lashed to an anchor, and cast down, down, down, to the bottom of the sea. I will not weary my readers by telling how a friendly shark comes along and in a vain attempt to eat them, liberates the two men, etc., etc. You can fill it out for yourself.

WITH THE MAGAZINES.

GLANCE through the advertising pages of the April magazines is apt to make one

apt to make one wonder what on earth advertisers would have done if the

DEVINNE TYPE
had never been invented. The Century
makes the greatest use
of it—possibly by way of
compliment to their printer.
It is certainly a good type for
display, and the favorable reception it has met with ought
to stimu-

late the type-founders to fresh endeavors. There is lots of room for improvement in this direction. Leaving out the typographical freaks that the founders are so fond of producing, there are scarcely a dozen faces that any self-respecting advertiser would dare to use.

Viewed from the standpoint of past achievements, the April advertisements are decidedly dull and common-place.

Quite a number are reproduced without change from the March issues, and take it altogether I am not sure but that this month

the reader will find the literary portions of the magazines of greater interest than the advertising.

Among the seedsmen, Maule's \$3.00 offer in Harper's ought to prove the most effective. Scott & Son, of Philadelphia, have a commonplace page about roses in The Century, and Henderson & Co. have a half-page in The Century, Scribner's and Harper's,

With the green grass growing all around.

Dingee & Conrad, Ferry & Co., Pitcher & Manda, Burpee and others, are also represented, and Mr. S. H. Moore manages to get his paper in among the floriculturists, with a quarter-page, offering to send a package of seeds and *The Ladies' World* for three

months for twelve

Pope, Overman, and Lovell each have a fairly good page in one or more of the magazines, but the latter persists in speaking of "gents" when he means gentlemen.

Eisner & Mendelson have an attractive page in *Harper's*, but I have been unable to discover what relation the portrait of Marie Antoinette bears to the text. The American Express Co.'s page advertise-



MARIE ANTOINETTE.

ment is well set and to the point.

Ivory Soap has a page in all three magazines—all good and each different from the others. Vinolia has a page in the Century and Harper's, and Kirk, Packer and Woodbury each have quarter pages.

And speaking of soap, what's the matter with Pears'? A short time ago their announcements were all illustration and no text: now they are all text and no illustration. I suppose there is some good reason for this change, but for my part I prefer one of Mr. Barrett's pretty pictures to an invitation to look in the glass and see how ugly I am. I may be as homely as the proverbial mud-fence, for that matter, but I'm not going to buy soap of the man who tells me so.

The typewriters turn out in their usual force and repeat their little stereotyped speeches about "constant improvement," "perfect alignment," "unlimited speed," and all that sort of thing. The Yost has a hysterical page headed "What Causes all this Commotion," in which it refers to its com-

petitors as "the dear old dozers," and wants to know "what ails the ancient companies"—all of which seems to indicate that this young and, in some particulars, excellent machine is beginning to feel its oats.

A correspondent has called my attention to what he terms a "costly mistake" in the advertising put out by these companies, namely the emphasis placed on the "constant improvements." He says:

If this claim be true, to particularize it is of doubtful benefit in any respect, while it is hurtful in two ways, at least: (a) it is an indirect admission that these "improvements" were necessary to give the machine rank with others more recently invented; (b) a condemning, to some extent, of all machines of their own make disposed of previous to the addition of these "improvements," thus making their owners dissatisfied with them.

He thinks a "vigorous declaration" to the effect that the machine admits of no improvement would be more effective. Per-



haps it would. At any rate it would be a grateful change, and I should be glad if some one profits by the suggestion.

In the *Century* is a good half page, advertising Surbrug's Golden Sceptre Tobacco, the pictorial portion of which is reproduced on the preceding page.

The quarter-page of the American Pin Company, of Waterbury, Conn., is a courageous attempt to popularize a new brand of pins, and ought to succeed if they will get a better advertisement next time—one that tells more about the goodness of the pin and less about their reasons for calling it the "Puritan." Pins are one of the few articles in universal demand that have not been extensively advertised, and there is a fortune waiting for the manufacturer who can make his pins as well known as Pears' Soap or Spencerian Pens.

N. W. Ayer & Son, of Philadelphia, keep everlastingly at it with a page discussion on coal and its relation to advertising, and the Murphy Varnish Co. have a silly little story about "a pretty little mouse that will let out a whole bagful of meal."

In the way of news I note the announcement of a clock that winds either way, of flexible shoe-strings that permit the shoe to be removed without unlacing, and of the advent of a new publication, Food, to be issued by the Clover Publishing Co., which is another name for Ellsworth & Co. Mr. Lea Moses, late of Printers' Ink, is to have charge of the new paper, which will be devoted to physical as well as intellectual food, and will have H-O for its guiding star.

392 PAGES.

(We refer to the bound volume of ART IN ADVERTISING for 1891). Send us 12 back numbers and \$1.00, or \$2.00, and the book will be sent you post-paid.

Bound copy for 1890 ready at same price.



AYER'S ANTHRACITE.

Our fourth cover page of this number shows an object lesson of remarkable enterprise in advertising, which is thoroughly Chicago in its spirit. The R. J. Gunning Company's World's Fair Bulletin Service is probably the most striking success in that line ever attempted. Their sign-boards have become a feature of Chicago; one sees them everywhere, and in the most unexpected and unaccountable places. They are painted with catchy designs and pictures, in rich colors, and are certainly a most forcible means of reaching public attention.

For the past two years most of Chicago's high buildings in the crowded central portion of the city have been surrounded with the company's boards so erected as to be a protection to pedestrians, and at the same time to afford a strikingly conspicuous show for their brilliantly painted ads. This class of bulletins is "first page, top column," in their medium of advertising.

The famous Temple seems to have been considered in the nature of a "boom issue," the company using all available space for announcements.





GOOD advertisements—Good mediums—are the first principles of profitable advertising. The publishers of Life can satisfy both these. We possess peculiar advantages for the preparation and planning of original and striking ads. These resources are at the service of our customers. We are always glad to correspond with those interested in Life as a medium, whether already using the paper or not.

T. F. SYKES,

MANAGER ADVERTISING DEPARTMENT,

28 WEST 23D STREET,

NEW YORK CITY.

No new publication, for some time, has "caught on" like the Mayflower. In a recent test of a profitable advertisement "The Mayflower" brought in actual direct returns over eight times the cost of the advertisement, while the returns from other first-class mediums ran from three to four times the cost of the same advertisement. This was the statement of one of our customers.

J. L. STACK & CO.,

Advertising Agents, February 15, 1832. St. Paul, Minn.

Circulation never less than 300,000 copies a month. Whos€ Faúlt Is It

That your advertisement is not in THE MAYFLOWER?

E. C. VICK, Advertising Manager, FLORAL PARK, N. Y.

WHEN IN DOUBT USE SCRIBNER'S

There's a meter da Ctylic, trochaic,

There's a mete R both solid and plain,

But there's nothing wh Atever prosaic

In the ads that are writte N by CRANE.

FALL IN.

Everybody uses them.

Originality is the Essence of Advertising.

JEROME A. CRANE, CLINTON, MASS.

THE preparation of copy for advertisements is not the easiest thing in the world.

Our type book will be found helpful; 25 cents a copy.

THE TOURIST, Utica, N. Y. Tourists take it.

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LERT ADVERTISERS

KATE FIELD'S WASHINGTON.

Send to 39 Corcoran Building, Washington, D. C., for a sample copy, and for advertising rates. The proof of this statement is in the reading.



Men who Advertise and need a new idea now and then, will find a valuable assistant in the novel "Book of Ideas for Advertisers," just published by D. T. Mallett, New Hayen, Conn., and sent on receipt of \$1.00, Post-paid. 48 Page Descriptive Primer Free for 2 Cent Stamp, if applied for at once.

IMPORTANT FACTS.

- The UNION GOSPEL NEWS, at this date, April 1st, has 127,262 paid subscribers.
 It is an UNDENOMINATIONAL Weekly.
 We are glad to PROVE this circulation.

GOSPEL NEWS CO.,

EASTERN OFFICE:

52 TRIBUNE BUILDING, NEW YORK

Cleveland, Ohio.

CRANE'S ADS.

ADmirably

ADapted to the occasion.

ADvantageous to all.

ADorned with catchy phrases.

ADventurous in enterprise.

ADvertent to interests of patrons. ADs in Prose or Poetry.

Originality is the Essence of Advertising.

JEROME A. CRANE, CLINTON, MASS.

ADVERTISING RATES OF

Art in Advertisina.

Full page, one in	sertion,	•		•		•				•	\$50.00 25.00
Quarter page, Inch.	66 66	•	•	•	•	•	•		٠		12.50
Per Agate Line,	"		•		•						∙35
Second and fourt	h page of it. off for	CC	ea ea	rl	OI V	16 :01	ını	BC BC	rtı :ts	оп	, 75.00

SIZE OF TYPE PAGE, 7x5 INCHES.

Forms close on the 20th of each month, but an adver-

Forms close on the 20th of each month, but an advertisement requiring an elaborate design must be sent in by the 15th. Publication day on the 5th.

As much depends on the arrangement and appearance of an advertisement, and having been delayed in the past by the late arrival of "copy," if an advertiser will furnish us with the data, we will undertake to write and arrange the advertisement. A cut made by us, for use in our advertising pages, will be sold for a nominal price, for use in other periodicals, if desired.

ART IN ADVERTISING CO.,

80 Fifth Avenue.

NEW YORK CITY.

WANTED. General and Local Agents for Loan Company of highest standing. Address, giving references and experience, Box 622, Minneapolis, Minn.

Haven lew

Has the Largest Delivered Daily Circulation in the State of Connecticut.

GUARANTEED.

HOME-MAKER MAGAZINE: new management; the only organ of the "Woman's Federated Clubs," the strongest organization of influential women known. Send for copy the new HOME-MAKER and advertising rates.

44 E. 14th St., N. Y.

The Sunshine of Spring.

rases

patross

The sunshine of spring is not more welcome to the invalid who has dragged his weary self through the winter, than the returns which a contract in the Peerless Vickery and Hill List brings to the advertiser after losing money on other mediums. Every general advertiser who tries these papers finds that our statements about them and their paying qualities are conservative and based on truth. We do not lead them to believe that no other papers pay; we simply say that an advertisement placed in these papers is in a million copies that are mailed every month, that the papers are read; and that the count is honest. cally, there can but be paying results, and it is results that tell. You can place a contract direct or through an Advertising Agent. No trouble to correspond or to send circulars.

VICKERY & HILL, Augusta, Maine.

NONOTUCK SILK COMPANY,

MANUFACTURERS OF

Corticelli Spool Silk and Twist.

BOSTON OFFICE, - - - 18 SUMMER STREET.

GEO. D. ATKINS, AGENT.

Boston, January 20, 1892.

MR. E. P. CONE, New York City.

Dear Sir: Our advertisement of "Florence Silk Mittens" you placed in the New York Ledger is bringing in good returns. We can recommend the Ledger to any who want the best. Shall use it in future. Yours very truly,

NONOTUCK SILK CO., GEO. D. ATKINS, Agt.



AN INTELLIGENT

REVIEW OF EVERYTHING for EVERYBODY.

Is your ADVERTISEMENT There?

THE REVIEW OF REVIEWS, 13 Astor Place, New York.

THE TOURIST, Utica, N. Y. Have you tried it?

Put Your Advertisement Before the Women And They will Put Your Goods Before the Family.

> L'Art de la Mode, - 40,000 Revue de la Mode, - 20,000 Mirror of Fashions, - 15,000

> are choice and standard journals for women of means. Combined rate, 55 cents a line.

If you want to cover the entire field,

Nostrand's Fashion List

of 11 leading publications, with a circulation of 512,000, will do it.

The World's Greatest Paper, LONDON GRAPHIC,

Circulates everywhere. Send for particulars. This is the American office. Address for all the above,

F. W. NOSTRAND,

51 and 52 Tribune Building,

NEW YORK.

One of the very Best Mediums for Reaching Prosperous Homes.



With its paid circulation of

Over

300,000 Copies

Per Issue,

Will place your advertisement Where it will give large returns. It is published monthly, and is Read by well-to-do ladies.

Gross rate \$1.50 per Agate line. Ask your agent for an estimate or write direct to S. H. MOORE & CO., Publishers, New York.

Inquire of
General Advertisers
About the BOSTON
HERALD.
The Paper of
New England.

NEW NONPAREIL TYPE

Gives much More Space, Improves the Appearance,

AND

Benefits Both

(ADVERTISERS



The Agricultural Monthly of Largest Circulation West of the Alleghenies.

NONE BUT CLEAN BUSINESS ACCEPTED.

PUT US ON YOUR LIST.

THE TOURIST, Utica, N. Y. Discriminating advertisers use it.

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BOUND VOLUMES

OR 1890 and 1891 are now ready, covered with blue cloth, lettered in gilt.

This is a mighty interesting book, very valuable too, because it contains in a compact form all the good things published during 1891 in Art in Advertising, and there are 652 pages of them.

Such things as "Men to See," Fulkerson Notes, Man About Town, Cost and Result, etc., make very good reading. The advertising pages are bound in, and will prove a help when writing "copy," for there are many tastefully set pages among them.

Price, **\$2.00.** If you send us 12 back numbers in good condition and a dollar, we will forward the volume post-paid.

The cuts in these books, including cover designs, are for sale. Will be glad to quote prices.

ART IN ADVERTISING CO.,

80 Fifth Ave., N. Y. City.

THE TOURIST, Utica, N. Y. Travellers read it.

THE fact that the

NEW YORK DAILY TRIBUNE

leads all other newspapers in the United States in amount of Summer and Winter Resort and School advertising, is absolute proof of the high character of its circulation.

The proprietors of these resorts and educational institutions advertise in its columns because it is read by people of means and culture who spend their money only for good material, and are determined to secure the best without special regard to cost.

THE WEEKLY TRIBUNE

is one of the favorite family papers of the country, and is taken regularly by the best farm and village people—a prosperous, progressive, liberal folk—whose tendencies are toward making life well worth living.

The edition of the WEEKLY TRIBUNE of

APRIL 13TH, 1892, 300,000 COPIES

GUARANTEED.

Rates Remain Unchanged. One Dollar per line.

	consecutive	insertions,	discount,	5	per cent.	1,000 lines to be used within one year, 75 cents
13	"	"	"	10	- "	per line.
26	"	"	"	15	"	500 lines to be used within six months, 85 cents
52	"	"	"	25	"	per line.

Copy for that issue should be sent in by Tuesday A.M., April 12th.

ADDRESS THE TRIBUNE, NEW YORK.



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s, 85 cents

ORK.

There is room in the advertising field for a Journal standing free from entangling alliances, having faith in advertising and seeking its general advancement, not in one direction but in every possible line.

Such a Journal I have now issued. Without captious criticism, but with a sincere attempt to present the truth, it will do its best to promote the higher interests of advertisers and publishers, and of agents, both general and special. The journals already in the field emanate, with few exceptions, from agencies which seek direct control of the advertisers' outlays, and whose trade is confined to one branch of advertising. While I am not without experience as canvasser, printer, publisher and agent, my intimate connection with many prominent and successful articles, and especially with Sapolio, enables me to discuss the principles of advertising from a very practical standpoint. I have long felt a hearty sympathy with every worker in the field, and ask, with confidence, for general support in this undertaking.

Fame is issued monthly at \$1.00 per annum. Subscriptions should be addressed to Fame, 11 East 14th Street, New York.

ARTEMAS WARD.



RECORDER,

You are an advertiser, and probably a shrewd one.

If you were a farmer, wouldn't you prefer to till new soil? Does it not produce the best crops?

The Recorder is reaching a new class. Our advertisers themselves say so.

Every Sunday we sell over ninety-five and nearly a hundred thousand RECORDERS. This means a vast army of readers, and you cannot reach them through any other newspaper. Aren't they worth getting at?

About two thousand newsdealers handle the RECORDER, and over seventeen hundred of them increased their orders last week and have increased their orders every week before for several months.

We printed a few of their letters increasing their orders and could have filled three pages.

You want to be in a newspaper that is jumping up at this rate.

The brightest people catch on first, whether as advertisers or readers.

The Recorder's rates for advertising are still very low. They will be materially advanced next month.

NEW YORK.





SUPPLEMENT TO



FOR APRIL, 1892.

TO THE
BUSINESS MANAGER

THAT

MODEST, TRUTHFUL

AND UNDERESTIMATED

INDIVIDUAL

THIS

SUPPLEMENT IS

LOVINGLY DEDICATED

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"The words of his mouth were smoother than butter, but war was in his heart."

THE NORTHWESTERN MILLER

is the paper that last December inaugurated the movement for the relief of the famine stricken peasants of Russia, and succeeded in raising six million pounds of flour, voluntarily contributed by the millers of the United States, for this laudable purpose. Mr. W. C. Edgar, who has charge of the relief expedition, and who is now in Russia superintending the distributions of the store, is the business manager of the Miller. paper, itself, was started in La Crosse, Wis., in 1873, for the purpose of advertising some milling machine invented by its publishers, and was at first published monthly. Later it removed to Minneapolis and became a weekly. By this time the machine it was created to advertise had become of slight importance compared to the paper itself, which had now begun to assume somewhat of its present proportions. In 1882, the last of the original proprietors dropped off, and the paper passed into the hands of Mr. C. M. Palmer and Mr. Edgar, its present owners. As a trade paper The Northwestern Miller stands high among the class journals of the country; in its own field it is preëminent. Probably nine persons out of ten who have seen or heard of The Northwestern Miller couldn't, for the life of them, name a single other paper devoted to milling interests, and the chances are that the tenth man couldn't, either.

THE ALBANY JOURNAL

is a straight out and out Republican paper, published in a Democratic stronghold. It was founded in 1830 by Thurlow Weed, and in 1888 was purchased by his grandson, Mr. Wm. Barnes, Jr. The *Journal* owns the afternoon franchises of the United and Associated Press, and is set on Mergenthaler machines. W. J. Arkell, of *Judge*, and

Harold Frederic, the novelist, have both been connected with the paper. Under its new management the Journal is showing unmistakable signs of prosperity, particularly in its advertising columns, over which Mr. Chas. E. Gantz exercises a watchful supervision. Mr. Gantz has been with the Journal for 30 years, and is a veteran of the civil war, but no one would believe it to look at his picture.

THE ALBANY EXPRESS

is also owned by Mr. Wm. Barnes, Jr. is seventeen years younger than the Journal and is a morning, while the latter is an evening paper. Besides the edition published for Albany and vicinity, it issues a special daily edition for Schenectady, which is delivered by carriers before six o'clock each morning. The present circulation of the Express is in the neighborhood of 10,000 copies, and with the Journal it affords the only means of reaching the Republican constituency of Albany. The business management of the Express is in charge of Mr. John H. Lindsay, who has been connected with the paper since 1863.

TORONTO GLOBE.

The Globe's position in Canada may be summed up in a few words, for so closely has it been identified with Canada for the last half century that for a newspaper man or advertiser to think of Canada is to instinctively name the Globe. So strong a hold has the Globe on the Liberal party in Canada, that it has frequently been called the "Reformer's Bible."

A special feature for some time past has been the Saturday edition of the *Globe*, which has twenty pages, four of which are



printed on super-calendered paper, magnificently illustrated with half-tone engravings, upon the same plan as the Saturday edition of the Buffalo Express. This piece of enterprise has met with success. The Saturday Globe always sells over 32,000, and has frequently run up to 40,000—the highwater mark having been 46,000. What the Daily Globe is to the business men of Canada, the Weekly Globe and Canada Farmer is to the agricultural community, and with the circulation approaching 40,000 it may easily seen just thoroughly how it covers its territory.

Mr. C. W. Taylor is the business manager of the *Globe*, and Mr. Roy V. Somerville runs the New York office.

THE PITTSBURG TIMES

spells Pittsburg without an h, in which, as in all other respects, it evinces its determination to keep up at the head of the procession. It was begun in 1880 as a four page, two cent paper, and was a beautiful failure right from the start. In about four years its proprietor concluded he had had enough and sold out to the present owners, who doubled the size of the paper and cut its price down to one cent. Then the Times began to wax prosperous, and had to buy new presses to keep pace with its increasing circulation. Not to be behind its New York contemporaries it has just erected a fine, eight story granite building, at a cost of \$600,000. The paper is published by the Pittsburg Times Company, of which Mr. C. L. Magee is president; Mr. W. A. Magee, secretary, and Mr. W. H. Seif, treasurer and business manager. Mr. S. S. Vreeland. 150 Nassau street, is the New York representative.

MR. THOS. H. CHILD

has an office in the Times' Building where he will talk advertising to you as long as you will listen. Mr. Child's specialties are Western agricultural journals. The Wisconsin Agriculturist, of Racine, is one of these. This paper was established in 1877, and has a guaranteed circulation of 32,000 copies. It is published by Andrew Simonson, one of the best known and most popular men in the publishing business in Wisconsin. The form of the paper has recently been changed, the pages having been made smaller, and the number of pages increased from eight to twelve. Great care is exercised to avoid publishing any unreliable advertisement, and as the advertisements are placed all the way through the paper, advertisers are assured good positions as well as good company.

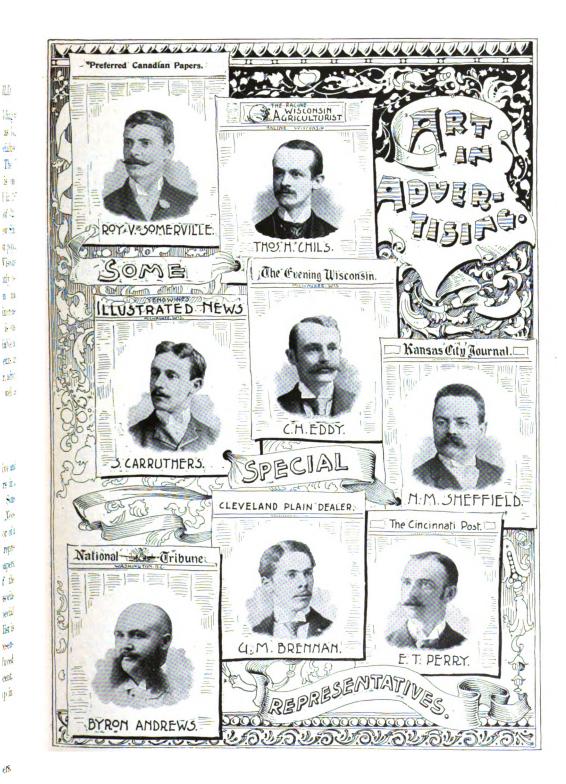
MR. G. M. BRENNAN

has succeeded in acquiring an extensive and well-rounded knowledge of newspapers in a comparatively brief period of time. Some years ago he was the editor of Rowell's Newspaper Directory, then for a while editor of a weekly journal, afterwards New York representative for several live Western papers, and still more recently, manager of the American Newspaper Publishers' Association. Now he is back again with the special agents. One of the best papers on his list is the Cleveland Plain-Dealer. This representative Western journal has recently reduced the price of its evening edition to one cent, and the circulation has taken a big jump in consequence.

THE CINCINNATI POST

is one of the famous Scripps' League papers.





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As is the case with every one of the Scripps' papers, it has had phenomenal success. At the present time the *Cincinnati Post* has a sworn daily average circulation of over 80,000 copies, the largest of any daily paper published in the State of Ohio. The *Post* is under the general management of Mr. Milton A. McRae. E. T. Perry, 86-87 Tribune Building, New York, is the Eastern representative.

THE DETROIT JOURNAL,

now in its ninth year, is a clean, bright, newsy, afternoon paper, with a good line of advertising, and a circulation that is increasing at a healthy rate. Its news service is one of the best. In addition to its own corps of special and State correspondents, it owns the United Press franchise and has the Associated franchise under contract. Advertisers get the benefit of four daily editions all for the one price of admission. Mr. A. H. Finn, the business manager, holds the fatalistic belief of predestination regarding the Journal, and thinks it never would have survived its early disastrous experiences unless an all-wise providence intended that it should become a power in the land. A few months ago ex-Senator T. W. Palmer, President of the World's Fair Commission, and Wm. Livingstone, Jr., bought the paper, and brought with them new sinews of war in the shape of abundant capital. On the strength of this the paper has developed quite a "boom," and all the Journal boys are whistling "Hard Times Come Again No Mo'. "

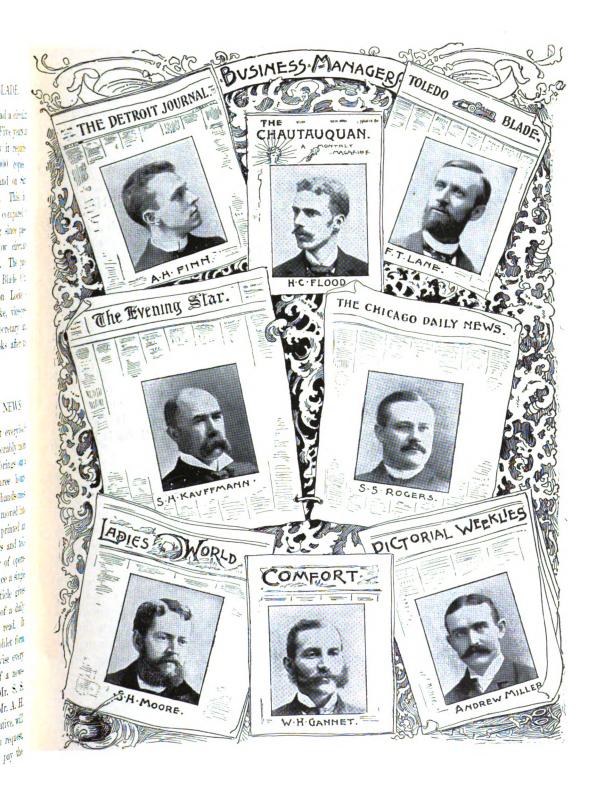
To be in the swim nowadays it is considered necessary for a paper to have a building. The *Journal* had to be in style, so secured a fine five story building on Larnard Street, with all the latest improvements, of course.

THE TOLEDO BLADE.

Ten years ago this paper had a circulation of less than 2,000 copies. Five years later it was printing 8,000. Now it requires a daily edition of over 14,000 copies to supply the demand for it, and on Saturdays several thousand more. This, however, is a mere bagatelle compared to the weekly edition, which long since passed the 100,000 mark, and now circulates throughout the whole country. The paper is published by the Toledo Blade Company, of which Mr. Robinson Locke is president; Mr. Edmund Locke, vice-president, and Mr. T. F. Lane, secretary and treasurer. Mr. Lane also looks after the advertising.

THE CHICAGO DAILY NEWS

is the one paper in Chicago that everybody reads. It prints and sells considerably more than 200,000 copies a day, and brings out a fresh edition every two or three hours. Typographically it is one of the handsomest papers in the country. When it moved into its new building last autumn, it printed an article describing its new quarters and telling something of the multiplicity of operations that are required to produce a single copy of the Daily News. This article gives a better insight into the making of a daily paper than any that I have ever read. It has since been reprinted in pamphlet form with illustrations, and I would advise every one who wants an inside view of a newspaper office to send for one. Mr. S. S. Rogers, the business manager, or Mr. A. H. Siegfried, the New York representative, will no doubt be glad to send a copy on request, provided a stamp is enclosed to pay the freight.



THE LADIES' WORLD

came into existence in the fall of 1886, being the outgrowth of the Fireside at Home, a monthly literary journal established in 1879. The subscribers of the latter journal failed, for the most part, to renew their subscriptions to the new paper, and the Ladies' World entered on its new career with less than 5000 subscribers. Owing largely to the energy of Mr. S. H. Moore, who has had exclusive management of the paper since its beginning, the publication had obtained by the end of its first year a new and permanent constituency of nearly 50,000 yearly subscribers. Six months later the number was increased to 75,000, and in the fall of 1888 (two other papers having been consolidated with it) the 100,000 limit was passed. The present circulation of the paper exceeds 300,000 copies, the advertising rate being \$1.50 an agate line. The subscribers of the Ladies' World are mainly well-to-do women who are served entirely by mail, there being no news stand sales worthy of mention. It has been the policy of Messrs. S. H. Moore & Co. to always guarantee their circulation, and to insist upon it that every promise made to the advertiser shall be faithfully carried out.

COMFORT.

Its immense prosperity is an evidence of what may be done by untiring energy and intelligent management. The first edition of *Comfort* cost about forty dollars to print, mail and deliver—the circulation was in the hundreds, now it is over a million.

The constituents of the paper consist of the masses, not the classes, and the paper is edited to appeal to them. Comfort will not be especially interesting to the average city reader, but to people living on farms and in

the agricultural districts of the country, it is very attractive.

Mr. W. H. Gannett is the business manager at the home office, Augusta, Me. Mr. W. T. Perkins manages the New York office, at 23 Park Row.

THE OHIO STATE JOURNAL,

published at Columbus, the capital of the State, has been issued for more than eighty years, and is the leading Republican newspaper of central Ohio. Just at present its energies are divided between erecting a six story building and booming its Sunday edition, which though less than a year old, has already a circulation of 17,000 copies. regular circulation of its daily edition is above 12,000 copies, and of its weekly issue nearly twice that number. Mr. W. D. Howells was at one time editor of the State Journal. The present editor is Mr. S. J. Flickinger. Mr. Geo. B. Hische is business manager.

THE ST. PAUL DAILY GLOBE

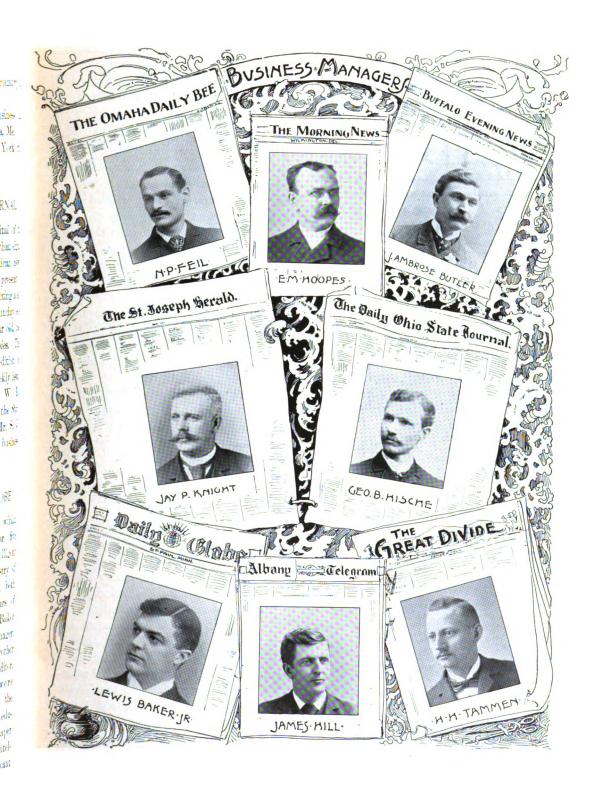
has been brought into prominence within



MR. BAKER, EDITOR.

the past four or five years by the intelligent efforts and industry of two young men, both under thirty years of age. Mr. Lewis Baker is the business manager, and Mr. Baker's brother is the managing editor. Both of them were "brought up" to the

printing business, and both liberally educated. Their aim has been to make a paper so full of news and so reliable that all intelligent people within its territory will want



it, and so clean, fair and honorable that no one need hesitate to introduce it into his family circle. The circulation and influence of the *Globe* throughout the large territory tributary to St. Paul is constantly increasing, as public confidence in the paper and its management grows firmer. Mr. Lewis Baker subscribes to the principles set forth in ART IN ADVERTISING'S creed, and adds "it has all along been our guide."

THE MORNING NEWS

of Wilmington, Delaware, in spite of the boycotts, libel suits, and rows with the printers' union, that it has been engaged in during the past eight years, is one of the most successful and prosperous papers in the State. It is the only English morning daily published in Delaware, and is a thoroughly wide-awake, progressive, enterprising journal, with a good advertising patronage and an increasing circulation. A bill recently introduced in the Delaware Legislature for the purpose of prohibiting the sale of patent medicines in the State was vigorously combated by the News, and its passage prevented, much to the gratification of the Wholesale Druggists' Association. Mr. Edgar M. Hoopes, the business manager of the News, is also a stockholder in the paper.

BUFFALO NEWS.

For near a score of years the Buffalo News has held preëminence as the popular newspaper of the wide field it occupies. It has reached its present great circulation by no magic, but by steady growth founded on energy and enterprise in all its methods of news and business service.

The new quadraple perfecting press which the *News* has just put in, is an evidence of the prosperity of the paper. Mr. J. Ambrose Butler is manager, and Mr. T. B. Eiker manages the New York office.

THE DENVER REPUBLICAN.

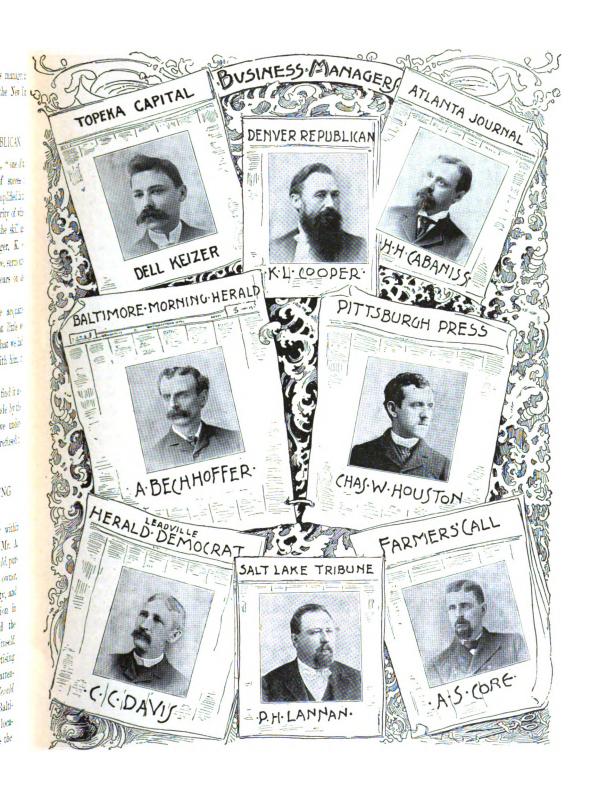
The moth eaten expression, "one of the most conspicuous examples of success in modern journalism, etc.," is exemplified in the *Denver Republican*, the prosperity of which was largely brought about by the skill and ability of its business manager, K. G. Cooper, whose benign countenance, surmounting his patriarchal beard, appears on another page.

We haven't a very extensive acquaintance with Mr. Cooper, but what little we have seen of him makes us wish that we had been born in the same village with him, or had the same grandmother.

Some Eastern publishers might find it advantageous to follow the leads made by the Denver Republican, especially as we understand that recently its proprietors refused to give an option on it for \$800,000.

THE BALTIMORE MORNING HERALD

has only become a paying property within the past ten years. Five years ago Mr. A. Bechhofer, then manager of the Herald, purchased the paper from its former owner, since when it has grown in popularity, and has now the second largest circulation in Mr. Bechhofer assumed the Baltimore. general management of the paper himself, and has built up a profitable advertising patronage which still has his personal atten-The building occupied by the Herald stands at the corner of Charles and Baltimore streets, one of the most prominent locations in the city. Mr. S. C. Beckwith is the New York representative.



THE FARMER'S CALL.

of Quincy, Ill., is a believer in ART IN AD-VERTISING'S creed regarding circulation. Its publishers have never offered premiums of any sort, but have sold the paper strictly on its merits. The result has been a slow but steady growth, until now an edition of 42,000 copies is required to supply the demand. The editorial policy of the paper has appealed to the most progressive, substantial and prosperous farmer. It has fought the Farmer's Alliance steadily and bitterly, and from the start denounced the calamity howl without reservation. John M. Stahl, its editor, is one of the best known of agricultural journalists. The business management of the paper is ably conducted by Mr. A. S. Core.

THE DETROIT FREE PRESS

is a household word, national institution, or whatever you like, meaning something universally known and characteristic of the people. Every week it finds its way into upwards of 120,000 American homes, and I don't know how many English homes as The English edition sells for a penny and is a great success. When one speaks of the Free Press he usually means the weekly —the daily is eclipsed by the greater fame of its companion. But the daily in its own field and in its own way is a big paper, too. It doesn't circulate much outside of Michigan, but in the State there are very few places where it does not circulate. The edition is something like 32,000 three hundred and thirteen days in the year, and over 40,000 on the other fifty-two. Just a year ago a semi-weekly Free Press was started, and the returns to date show a circulation of 12,000 copies in Michigan, Ohio, Indiana and Canada, with lots of counties still to be

heard from. Mr. F. Fayram, secretary and treasurer of the Detroit Free Press Co., looks after the advertising.

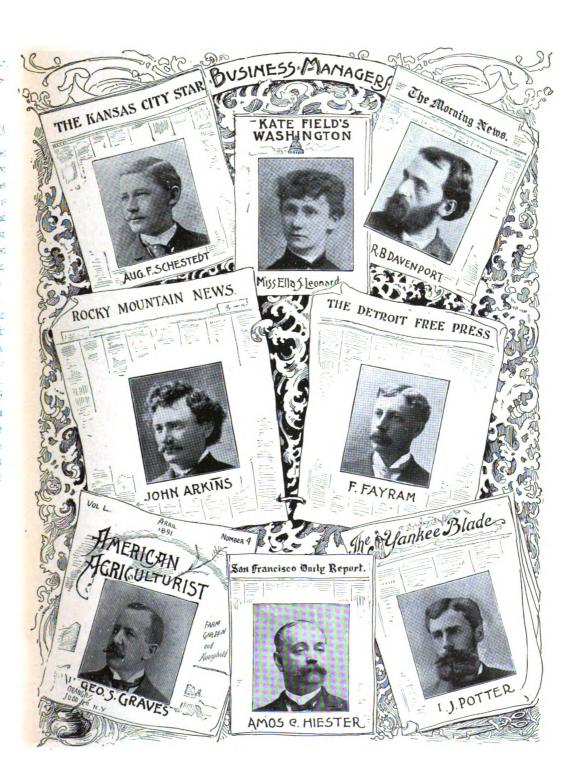
KATE FIELD'S WASHINGTON

is a unique publication that must be seen to be appreciated, and then not one person in ten will appreciate it. Miss Field, personally, is a delightful woman (though of a shy and retiring disposition), who is on speaking terms with all the noted celebrities from a United States Senator to a dime museum freak, and her paper reflects her own catholic disposition. Kate Field's Washington is not the Washington that you or I know, but is all the more interesting on that account. Her readers are intelligent people, wealthy or well-to-do, and are just the kind to respond to announcements of new publications, or reliable investments, or almost any class of "gilt edged" advertisement. Miss Ella S. Leonard, the business manager, believes that the advertising columns should be as interesting as the balance of the paper, and accordingly rules out all advertisements that do not, in their nature appeal to readers of the paper.

THE KANSAS CITY STAR

within twelve years has attained a daily circulation of nearly 53,000 copies. Its weekly edition, with a circulation of over 80,000, is a pioneer in the realm of low priced newspapers in the West, its subscription price being only twenty-five cents per annum. For years all the profits of the paper were used to improve the plant and increase the usefulness of the *Star*, a course which has since been amply justified by the prosperity and influence which the paper has achieved. Mr. F. Schestedt, the business manager, entered the employ of the *Star* in an humble





capacity more than ten years ago, and by his able and conscientious efforts soon worked his way up to his present position. The remarkable success of the paper is due in part to his untiring efforts. He is still a young man, well liked by his associates, and esteemed by all with whom he comes in contact.

THE NEW HAVEN NEWS

is a bright, independent morning paper, published in the city of blue ribbon and latch keys. Its size has recently been increased from four to eight pages, which is perhaps the best proof of its prosperity that could be given. Mr. Reuben B. Davenport, President of the News Publishing Company, has entire charge of every department of the paper. He believes that the chief requisites of a newspaper are trustworthiness, an elevated tone, and a clean and unobjectionable style, and in these respects the News reflects his ideas. In the business management of the paper Mr. Davenport is ably assisted by Mr. Alexander Craig, who has had an extended and practical experience in newspaper work.

THE DENVER TIMES

is one of the many examples of what energetic young men can accomplish. In four years it has been built up from a circulation of 2000 to over 20,000. The success of the *Times* is due largely to the fact that it is the only afternoon paper west of the Missouri receiving the full Associated Press report over its own special wire. Steadfast devotion to the interests of Colorado, a superior editorial force, and a policy absolutely independent of all political factions and corporations, have made the paper the favorite publication of the masses of Denver and the

State. The proprietors of the paper are Lansing Warren, the editor, and H. W. Hawley, the manager. They are both young men, though of wide experience in the business. Mr. W. E. Brownlee is the advertising manager, and Mr. S. S. Vreeland its Eastern representative.

THE SPORTING ITEM.

In Philadelphia newspaper circles the topic of the moment is the appearance on the newsstands of the Fitzgerald's latest venture, *The Sporting Item*, which blushingly made its debut in a pink frock last month.

The new journal is what the boys call a "corker," complete in every department, and bearing upon every page the impress of the Fitzgerald's characteristic vim, snap and "go."

In addition to the usual medley of sporting causerie and items of interest from all over the continent, it presents as special features a weekly letter from Gotham from the pen of J. B. (Macon) McCormick, the veteran sporting writer and authority on pugilism, as well as "Slick's Chat," a sprightly local in the same vein by Elmer Schlichter, one of the *Hem's* bright people.

There can be no question as to its success, which, judged by its sale, would seem to be instantaneous.

As I understand, its policy will be to encourage new talent rather than have to provide stalls for a coterie of crib-fed "fossils." We can feel justified in bidding it a hearty bon voyage.

BOSTON JOURNALIST.

The above does not belong on this page by rights, but as Mr. S. C. Beckwith is agent for foreign advertising, it will have to go.

TASTEFUL COMPOSITION

is essential to successful advertising. There are many examples of good setting among the advertising pages of ART IN ADVERTISING.

The advertising and cover pages are all included in the bound volumes. Price \$2.00, or \$1.00 if you send us 12 numbers back.







THE CHILDREN

rule the house. What interests the child appeals to the parent. A mother will do almost anything to give her child pleasure and keep it healthful.

THE LOTHROP MAGAZINES

go to 100,000 of the best families every month.

WIDE AWAKE.

For the children between 10 and 60 years old.

BABYLAND.

For the babies, therefore interesting to the mothers

OUR LITTLE MEN AND WOMEN.

For youngest readers.

THE PANSY.

For children from 8 to 15. It circulates widely among Sunday-schools of all denominations as it is non-sectarian.

At least two of our magazines out of the five are taken usually for children too young to read for themselves; so mother and father and big sister have to read to them. These charming magazines are Mother's Helps with the children. She reads them over and over many times to the little ones during the month—advertisements and all. She is just the one your advertisement should reach, for if she doesn't buy everything for the family herself, she usually influences the choice the others make.

D. LOTHROP & CO., Boston, Mass.

C. S. LE BARON, Advertising Manager.

MASONIC TEMPLE, CHICAGO. HIGHEST COMMERCIAL BUILDING IN THE WORLD.

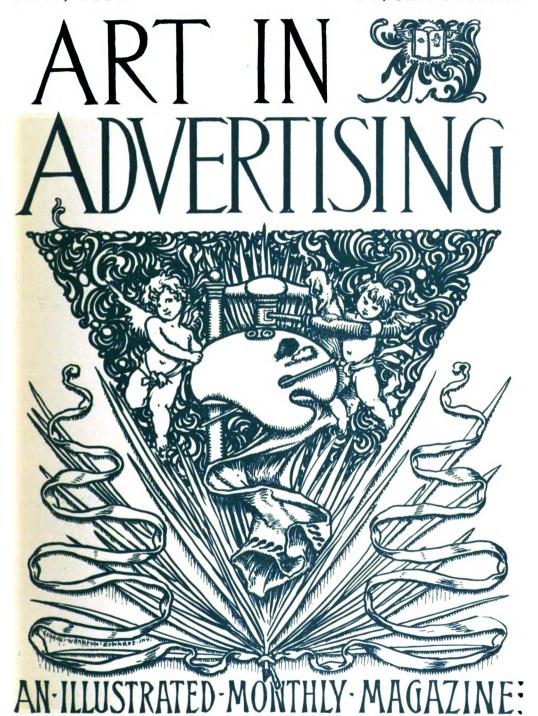


Tons of Steel Used, 4,700. State Street Front, 170 Feet. Estimated Value, \$4,500,000.

Height, 276 Feet. 16 Elevators, with a Carrying Capacity of 50,000 Persons per Day.

No. of Stories, 20, and Promenade Deck. Tons of Fire Proofing, 16,000. Randolph Street Front, 114 Feet.

A MILLION READERS A DAY: THE FAMOUS WORLD'S FAIR BULLETINS. Write for Advertising Rates. 297 DEARBORN STREET. The R. J. GUNNING CO., Chicago.





Volume 4. No 8.

Published and Copyrighted

Devoted to Art, Literature, Science and the Lome Circle JUNE, 1892.

M.N.44. Price 6 c. By Morse & Co. Augusta, Me.

With a Guaranteed Circulation of

One Million a Month,

the Advertiser in Comfort knows that the returns are satisfactory.

"If you put it in Comfort it Pays."

Comfort everywhere is winning golden opinions from all sorts and conditions of men. It caters for the great middle classes, and is a paper for the people and of the people. Its readers are brought in close sympathy with the paper and all are made to feel that they personally help to make Comfort what it is. That is one of the secrets of its unexampled popularity.

Proof of circulation is offered in any way the advertiser may suggest. He can see the papers being printed, or get the post office receipts, or count the copies as they go into the mail bag. There is nothing to conceal. We have the circulation and court a chance to prove it. Space at the agencies or at the publishers,

GANNETT & MORSE CONCERN,

New York Office, 23 Park Row, W. T. PERKINS, Manager.

AUGUSTA, ME.

Entered at the Post Office at New York as second-class matter.

VOL. V.

MAY, 1892.

No. 3.

Published by The ART IN ADVERTISING Co., 80 FIFTH AVENUE, NEW YORK. H. C. Brown, President. Russell Doubleday, Business Manager.

PUBLISHED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.

OUR CREED.

There is no forcing process for building up a circulation that can be permanently depended on. All temporary expedients based on this principle are, sooner or later, apt to react at a loss. The first and paramount thing is to print a steadily progressive and reliable journal, of such merit that, being once seen and read, it will create a demand for the next number.

WE are grateful to a number of readers for suggestions concerning the list of General Advertisers, and for the correction of some errors and omissions in the first installment. Another portion of the list is printed in this number. Look it over, and if you detect any errors in it let us know. It is only with the co-operation of our readers that we can hope to make it perfect. The publication of the list will be completed probably in August, and those who have preserved the numbers in which it appears, will have an excellent lot of names to circularize for fall business.

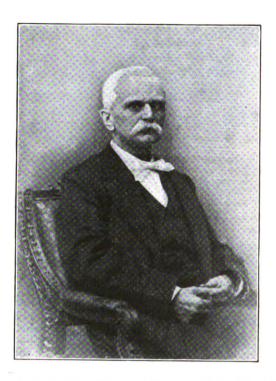
So much has been written about the princely salaries drawn by writers of advertisements, and the money there is to be made in that branch of the business, that it is refreshing now and then to hear of some one—like the young woman from whose letter the following extract is taken—who has not become affluent as a result of advertisement writing:

I was ambitious to become an advertising writer, and subscribed for ART IN ADVERTISING in hope of learning how to do it. After one year I have cleared the magnificent sum of three dollars and seventy-five cents, and so have concluded to retire and live on the interest. I shall take up something else—school teaching, in fact.

THE MARKET.

THE lethargy which usually affects advertisers and advertising in the spring has already begun to get in its work, and in the Tribune Building and The Rookery is wailing and gnashing of teeth. Summer resorts and spring medicines hold up well, but everything else has slumped about many points. There is advertising to be had, I understand, but it isn't as easy to get as it was a month or two ago. Every one I have asked about it explains the depression by saying it's "a Presidential year and money is tight "-possibly because it's locked up in election bets. After November everything will be all right. In the meanwhile ART IN ADVERTISING will continue to cost a dollar a year as usual.

MR. SYLVESTER, OF THE "POST."

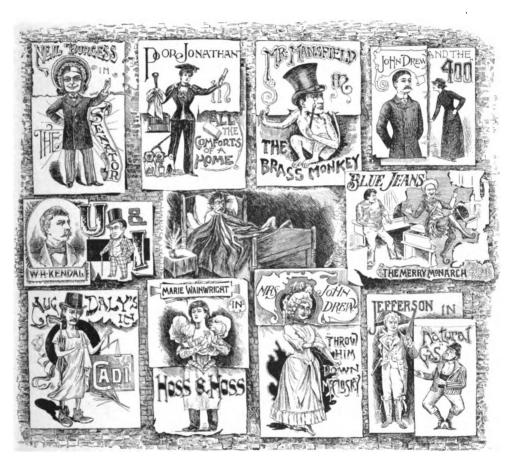


UP to about eleven o'clock, A. M., when the New York, Philadelphia, and Baltimore papers reach Washington, the *Post* is the only morning paper to be had in that city of nearly a quarter of a million inhabitants.

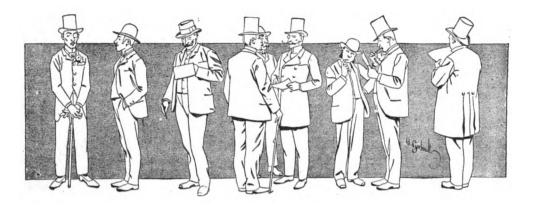
Mr. Sylvester is a native of New Hampshire; a college man; a lawyer by education, and a journalist by instinct. He was admitted to the bar at Ann Arbor, Michigan, but afterward (realizing, probably, the utter futility of attempting to dodge one's fate), he entered upon a journalistic career, for which he was undoubtedly intended by nature. As a young man, almost a boy, he owned and edited the *Iowa State Press*, a paper which still flourishes under the same name. He was afterwards associated with the *Memphis Appeal*, and later on edited the *St. Louis*

Times. After a brief sojourn on the editorial staff of the St. Louis Republican, Mr. Sylvester went to Washington and took charge of the Post, then in the hands of Mr. Stilson Hutchins. He also edited the Washington Critic during its palmy days, and is at present associate editor of the Post. The career of the newspaper man is usually a varied one, and Mr. Sylvester's has not been the exception.

He is regarded as one of the best all around editors in the country, much of his work on the *Post* having attracted wide attention. With the younger men in the profession he is very popular, and personally is a genial, cultivated, whole-souled sort of man—and it might be added is much better looking and younger than his picture would indicate.



THE END OF THE SEASON; THE WICKED BILL-POSTER'S VISION.



MAN ABOUT TOWN.

If you want to do any business with the firm of Geo. A. Clark & Bro., of O. N. T. spool cotton fame, the most direct way is to interview Mr. William Wilson. Although he may be very busy with a bundle of letters on his right, and a bundle of orders on his left, he will not be at all disconcerted by your presence, and will discuss your business proposition to the end. He has the peculiar Scotch intuition of choosing the wheat from the chaff, however, and the lithographers have learned long ago that nothing goes with Wilson but their best work. When Mr. Wilson is not at his desk you may be sure he is fishing at Barnegat Bay.

* * *

Mr. G. W. GLADWIN, of the H. W. Johns Manufacturing Co., has a discriminating taste in art. It has never been alleged in my presence that he is an artist, but I have suspected as much, and I know he has an eye for the beautiful. Perhaps he may not find as much pleasure in exploiting the merits of asbestos as he would in titillating the taste of the public for art, but he will find his stock of bullion grow much faster, and his consequent ability to procure "all the comforts of home" assured.

MR. CHAS. WILLET has managed the affairs of the Whiting Paper Co. for a number of years. He is a most industrious man, and toils unremittingly to the end that the Whiting Paper Co. may continue to hold their place in the van of the great army of paper houses—and they do.

* *

I EXPECT to hear more of the National Standard later on in the year. Its editor—Mr. Daniel Browne—at any rate is preparing to have honor thrust upon him. I am told that he is now engaged under the Food Producing Co. in arranging a great exhibit for the fall to be held in Madison Square Garden. It will be distinctively a food exhibit, differing from anything that has been attempted heretofore.

* * :

THE last issue of the Builder and Wood Worker is a decided advance on previous editions, and is due to the personal efforts of Mr. A. L. Chatterton. Since Mr. Chatterton found that his other publications demanded less of his time, he has been able to put more heavy work into the Builder, hence the added interest. He is assisted in the work by Mr. H. M. Stevens.

WESTERN NOTES.

ATTRACTED by Mr. Matthew's warm commendation of Mr. Daniel's New York and Chicago limited train, I recently took passage on it to the imperial city of the West. Putting my heavy boots on the magnificently upholstered furniture just as I do at home, I leaned back comfortably, and surveyed the varying points of interest on this historic route. When the cuspidor was not handy I knocked my cigar ashes on the floor, and otherwise behaved myself in the regularly recognized Wagner manner. I have endeavored ever since to learn what it is that makes a man conduct himself this way on a railroad train but without result, unless it's because he's a miserable savage anyhow, and his boasted civilization is only a thin veneer. However, we all got through the stock yards without being captured, and the city of the World's Fair lay at our feet.

* * *

TREMBLE, oh Earth! in the presence of Chicago. The place is flat to the verge of monotony. It may not always have been thus, but the incessant, interminable and meaningless hustle has doubtless affrighted the hills and the mountains, and caused them to skip away like rams and young sheep. It may yet cause the waters to recede from the shore, and the streams to dry up—all but the stream that bears the city's name. Nothing in the heavens above, the earth beneath, or the waters under the earth, will ever annihilate the Chicago River. It is the Mascot of the town, and like "Baby Anse," is sacred in the eyes of the people.

* * *

Besides Lord & Thomas, W. D. Boyce, the R. J. Gunning Company, and Charles H. Fuller, there are other features in Comoffiago. The main feature that impressed me was the disgusted look on the sun's face as it rose from the blue waters of Lake Michigan, and made another hopeless attempt to shine on the city of the Saturday Blade. My sympathy went out to old Sol. For years he has endeavored to shine upon that particular spot of the United States, but soft coal is too much for him. And so it comes about that the great metropolis of the West is a city of perpetual gloom, and the people there are cheerful, active and hopeful out of sheer necessity. The spirit isn't in the air, so I think, as Professor Shaler says, it is in the ground. Yet the main point after all is that it is there and in large quan-And I think New York, like all the rest of the country, is proud of Chicago, though Chicago has an idea that New York is insanely jealous.

* * *

The main purpose of my visit was to see the Fair Grounds. I was prepared to discount some of the statements I had heard regarding the scope and magnificence of the enterprise, but I was more than satisfied with what I saw. Already the buildings are assuming shape, and the natural environment could not possibly be improved upon. After all that has been said, and the pictures that have been printed, anything that I



might add would only be in the nature of a repetition; but I think I may safely conjecture the opinion that we of the East are hardly awake to the importance of the work now going on in Chicago, or of the tremendous scope of the undertaking.

New York's appropriation of \$300,000 is shamefully inadequate. One million dollars is the lowest figure we ought to think of. We are the richest State in the Union, and most likely to get the lion's share of the business that will eventually accrue from the Fair. Our present sum is only large when compared with States like South Carolina or Nevada. I hope that when the people are alive to the full significance of the Exhibition steps will be taken to increase the amount.

DURING my brief stay I managed to visit the *Tribune*, *News*, and the *Herald*, but failed to meet Mr. Medill, Mr. Lawson or Mr. Scott. But I did, luckily, run across Mr. Eugene Field for a second, and that more than compensated. I have an idea that Chicago doesn't know exactly what a big man Mr. Field really is. Viewed from the perspective, he looms up higher than the Auditorium Tower. If Chicago will only produce a few more like him, there will be something in the sooty air after all.

* * *

COMING down to men of more prosaic temperaments, there is the celebrated William D. Boyce, of the *Chicago Ledger* and *Saturday Blade*. Sweet William is a young man of refreshing candor. He tells me that he doesn't aspire to be the lever that moves the world, nor are his papers devoted to religion and the discussion of ethical science. He has no mission to fulfill as a publisher, and is simply concerned to give the



BOYCE'S NEW BUILDING.

people what they want. He doesn't even qualify it by saying "some of the people," though I think he might. He prints a paper about the size of the old *Blizzard* of New York, and sells 300,000 of every issue. He is able to earn enough to go to the Fair three times a day if need be, and to put up a large building besides.

* * *

LORD & THOMAS are probably the most widely known advertising agents outside of New York. A year ago Rowell, Ayer, and Lord & Thomas, each over their own signature, declared they were doing the largest business in the line, and have never done anything to prove the statement since. Mr. Thomas is the man to see. He is a well built man of about 35 years of age, and has the characteristic Chicago hustle. He loves the icy blasts that makes Chicago pleasant for the wayfarer even in April, and believes

that the manifest destiny of Chicago embraces all that is now known as the United States. When the First Ward touches the



frozen shores of Hudson Bay, and the Tenth the balmy breezes of the Gulf of Mexico, then, and not till then, will Mr. Thomas feel that he can die and leave Chicago to look out for herself.

* * *
MR. CHARLES

H. FULLER is another distinguished resident, and will occupy a whole floor in the new building soon to be erected by Mr. Boyce. Mr. Fuller is also somewhat modest in his estimate of the future of Chicago, but is otherwise an interesting man. I am glad to report that I found him in excellent health. On his return from New York last fall he



was prostrated with an attack of fever, which confined him to his room for many weeks. In fact, for a long time it was doubtful if he would ever again book another contract. However, he is once more able to take care of himself, and is doing more business than ever.

AFTERseveralineffectual attempts I managed to tear myself away from the fair (World's Fair) city of the West, amid the cheers and applause of the distin-

guished assemblage. The fly paper business is very dull in Chicago.

The twin cities of Minneapolis and St-Paul present a scene of industrial activity apparently unwarranted. The country on

either side of them seems chiefly remarkable for quantity. No one seems to be around, but perhaps I was there at the wrong time. In St. Paul I learned that Minneapolis was only a small suburb, where they gave away town lots with every barrel of flour to induce emigration, while in



MR. JOHN WASHBURN.

Minneapolis I understood that St. Paul's directory contained the names of dogs and horses and boats in addition to humans. My own personal opinion is that the two towns revolve around the Pillsburys Washburns Crosbys.

Chas. A. Pillsbury, the most renowned miller since the days of the Miller of Dee, is

a well preserved man of about five and forty. He dresses in a somewhat old school manner, wearing a ratherwide brimmed stove pipe hat, and a Prince Albert broad



cloth coat and a turn down collar. There is absolutely nothing about him to denote his

high position among the merchants of the world. He talks in a quick nervous way, seeming determined to save every moment



possible. In the middle of almost every sentence he interrupts himself to say:

"How's the market, Charley?"
"821."

"That's right. Holding right up, ain't she?"

In fact, this byplay seemed a feature in all the
great milling
houses. Every
moment or two the
conversation
would be interrupted with a
query regarding

the market. No matter on what subject the conversation ran, or how much engrossed you were upon what you had to say, sooner or later, "How's the market, Charley?" would serve to shatter your eloquence, and make a ridiculous ending to your well conceived periods. But the milling men keep on talking just the same. They don't even stop to hear the answer apparently. It was a little confusing at first, but I soon got used to it. A verbatim report of a conversation with Mr. John Washburn, or Mr. Chas. T. Fox, or Mr. Hubbard, would run something like this:

"You say 3.90 is the lowest price you can: how's the market, Billy?"

"Yes, for that quantity."

"Do you know how much I paid tor these?"

- " No."
- " Eighty-two and a half."
- "Three forty seven."
- "Eighty-three and a quarter."
- " And a half."
- "Eighty-three straight."
- "Just three dollars."

Mr. John Washburn, of the Washburn-Crosby Co., takes great delight in loading up a whole train with "Superlative" and "Gold Medal," decorating the outfit with flags and banners, and sending it across the country to the music of a brass band that plays "Lo, the Conquering Hero Comes," all the way to Duluth.

He is a quiet, unassuming man of about five and thirty, with the quick decisive manner peculiar to all Westerners. His heart goes out in sympathy to the young woman whose biscuits are "nothing like his mother's," and I have seen him shed tears over a paragraph like this:

(Maud Alice): "I'm sure I don't know what ails it; I was careful to put in the butter and eggs, and milk and sugar, and the teaspoonful of baking powder—I was awfully careful about that, and then I stirred it until I was ready to drop, and now just look at it!"

(Aunt Susan): "Never mind, dear. Next time remember to put a little flour in, and perhaps that will help it."



MR. GEORGE YENOWINE, THE SOCIETY EDITOR OF MILWAUKEE, IN HIS
REAL CHARACTER OF THE KENTUCKY FARMER.

MR. CRAWFORD'S NEW BOOK.

No one can read Mr. F. Marion Crawford's new book, "The Three Fates," without the firm belief that very much of the book is autobiographic. Of all Mr. Crawford's many volumes, and there are some seventeen or eighteen of them now, none is more delightfully interesting than this last novel.

The hero is a young man who begins life as a book reviewer in a newspaper office in New York. We do not think that Mr. Crawford's picture of work in a newspaper office is very accurate, but certainly his chapters on novel writing are true to the life, and must reflect many of the author's own experiences.

In many ways the career of the hero, George Winton Wood, was identical with Mr. Crawford's own life. Like Wood, his first book ("Mr. Isaacs") was a tremendous success, and was written when only about five or six and twenty—after this the novels

came thick and fast at the rate of two or three a year, and his power has increased with his experience.

Unlike the hero of the story, however, Mr. Crawford was happily married early in his career. His wife was a Miss Burdan (daughter of General Burdan), a beautiful and charming woman, who, though an American girl, has lived much abroad. They are quite an ideal couple, and live most of the time in Italy.



F. Marion Crawford, author of "The Witch of Prague," "Zoroaster," etc. By permission of Macmillan & Co., publishers.

The edition of Walt Whitman's "Selected Poems," chosen and edited by Arthur Stedman, was in the binder's hands at the time of his death.

—Extract from recent advertisement of Chas. L. Webster & Co.

We extend our sympathy to the binder's bereaved family.

The type-book is just as valuable as ever. Combine the type-book and a bound volume and you are a match for any evil printer. Type-book, 25 cents.

THE FOOLISH FIVE HUNDRED.

By J. E. Powers.

GREAT deal of power is running to waste. Five hundred men, more or less, and some women, are trying to write advertisements. Ninety-nine in a hundred of them are vying with one another in smartness. Why not stop all that and sell goods. What business men want is to sell goods, not to make themselves ridiculous.

Some critics may suggest that what men want may well be left between the wanters and suppliers. So it must; but we all know that business men do not always know exactly what sort of advertising will do what they want (that is, sell goods); if they did, they would adopt it, or at least try to. They know how to manage business fairly; they know how to talk to customers; they know how to talk to inquirers who are not yet customers, but they feel a little strange with the pen in their hands. They do not use their wits in writing as well as they use them in talking.

There is a disorder of man known as penfright and nearly all business men are subject to it. When they attempt to write advertisements they think it is mere literary awkwardness. Not a bit of it.

I hope to see yet some man of strong and steady sense, who is "uneducated" and ignorant of minor forms, such as spelling, grammar, use of capitals, punctuation, paragraphing, figures of speech, in fact, refinement of writing, I hope to see such a man write his own advertisements, and in writing them use his mind without fear of being

laughed at for defects in his "education." There are thousands of such men in business. They talk without fear; and their very ignorance helps their straightforwardness. There are thousands of such who have a quiet pride in their native gumption that carries them through the straits of business successfully. I want to see such a man show his gumption in advertising. I have never yet seen it done.

Now the sort of man that succeeds in business is seldom the sort of man that acquires facility and correctness of expression in writing. This is only another way of saying that most business men who are successful enough to be advertisers cannot write their advertisements after accepted literary standards.

There are thousands and thousands of men and women who can—journalists, teachers, fledglings of lawyers, "educated" persons who have not found their vocation yet, inexperienced or unfortunate persons having the knack of writing passably. These five hundred writers of advertisements, who are wasting their time and business men's money, are recruited from these classes. It is to these people I would say: "Stop trying to be smart, witty, hifalutin, sensational, and begin trying to sell goods."

One may not be able to do first-rate work of a serious character; but that is the thing to try for. Second-rate work directed straight to selling goods is a great deal better than second-rate work directed to anything else.

Spooker: "And would you really sit down with thirteen at table?"

Guzzleton: "Yes; if there was enough to eat!"

MR. FRED. B. SCHELL.

ECENTLY there has been a marked improvement in Frank Leslie's Weekly, not only in the quality of its illustrations, but more particularly in the make up of the paper. This is largely due to the efforts of the art manager, Mr. Fred. B. Schell.

If they would only get an editor of national celebrity, they would fill a long felt want, as they say in Texas when a man takes a drink.

one who would distribute tracts on municipal reform from the end of a tail cart, or start out as a mis-

Some

sionary in Darkest Tammany. It is always

of interest to know something of those who by their keen perceptions and appreciation of the work of others, are enabled to improve the illustrative art of the day.

MR. F. B. SCHELL.

Mr. Schell is a notable contribution from that city which has supplied New York with a great many of its best artists. Abbey, Smedley, Frost, Pennell and Schell all associated in Philadelphia at about the same time. An artist always works better in the quiet.

Schell's career has been varied and has had to do a great deal with the management of other artists, and in which he has been decidedly successful. From 1880 to 1883, he was associated with Belden Bros., of Toronto, in the production of "Picturesque Canada," and as an example of his energy one of the Beldens told the writer that of all

the artists on the work Schell could go out and secure more good material for illustrations than all the others combined.

A still greater enterprise grew from this. Schell was at the head of a band of artists who invaded Australia and produced that sumptuouswork "Picturesque Australia." On its completion he returned to this city by way of Europe, making his cir-

cle around the globe. In 1889 he became associated with Harper's, as manager of the art department. Mr. Arkell, with that certain instinct of his for bright lights, secured Schell's services as one who could put Frank Leslic's Illustrated at the head of the procession, and it certainly does compare favorably with any similar publication to-day.

The colored frontispiece once a month, such as has appeared lately, is adding considerably to the interest felt in *Frank Leslie's*, and will doubtless be quite a feature in the future.

JOSEPH FLEMING.

THINGS WELL DONE.

THE "See That Hump" pamphlet issued by the De Long Hook and Eye people. A bit of cloth with the genuine hook and eye attached is pasted on the front cover, and renders further explanation unnecessary. The contents of the pamphlet consist mainly of verses and illustrations, but the omission of the name and address of the manufacturers of the De Long is a serious error.

THE Grand Rapids Cycle Co. send out an unpretentious, but eminently practical pamphlet, advertising their new "Clipper." The illustrations are good.

..

Some day I trust the writers of advertising "primers" will consider my education far enough advanced to trust me with a first reader. The primers issued by the Vacuum Oil Co., of Rochester, are nicely gotten up, but I cannot understand why they should send me at intervals thirteen different ones, each expressing a wish that I should have their pamphlet on lubrication, which they offer to send free. Why not send the pamphlet along at first and have done with it.

.

THE Berkshire Life Insurance Co., of

Pittsfield, Mass., send out an attractive folder with a hand painted dog and safe on the front cover. It is a pity they couldn't find more interesting matter to put inside than a fortieth annual statement and extracts from local newspapers. But I suppose one mustn't expect too much originality in insurance companies.

I was surprised to learn the other day that Punch's much quoted advice to persons contemplating matrimony owes its origin to an advertisement. The phrase "Advice to Persons About to Marry," was devised by a London furniture dealer who used it for a number of years as a catch-line for his advertisements, the advice being for the betrothed couples to buy their furniture of him. The phrase "caught on" with the public, and when Punch one day reprinted it with the laconic comment "Don't," it became immortal.



A SUGGESTION TO A SUMMER RESORT ADVERTISER.

WITH THE MAGAZINES.



HE most interesting advertisement, probably, to the general reader in the May magazines is Proctor & Gamble's offer of twelve cash prizes, aggregating nearly \$2000, for the best verses advertising Ivory Soap. The only conditions governing the contest are

that the verses shall consist of not less than twelve nor more than twenty-four lines, and that the lines shall average not more than eight words each. I am glad to note the absence of the petty condition usually introduced into such contests which requires that competitors shall qualify by sending one or more wrappers, boxes, or coupons, with their verses or guesses, according as the article to be advertised is soap, cigarettes, or newspapers. It shows that Messrs. Proctor & Gamble are above such belittling methods, and are more anxious to secure good verses



than to sell a few extra cakes of soap. I shall be surprised if from the material submitted they do not obtain some excellent advertisements for Ivory. At the same time I extend my heartfelt sympathy to the "three competent persons" who have rashly consented to act as judges.

One of the most attractive pages in the *Century* is its own advertisement of "The Century Diction-

ary," with a picture of a corner in a public library, pointing the statement that the dictionary is "a library in itself," a similitude which Mr. Ellsworth modestly admits is not original.

The Overman Wheel Co. has a good page advertising their Victor bicycles, and Colonel Pope gives a brief history of the Pope Manufacturing Co. in a page entitled "Columbia Chronology."

The New York Central and the Northern Pacific Railroad each have excellent pages, and the announcement of the Chicago, Rock Island and Pacific would also be deserving of favorable notice if it were not so ancient. The page advertisements of the Northern Pacific and Union Pacific are not so good.

Ladd & Coffin have a page consisting principally of a pleasing group of children

fishing for Edénia. A number of pages are reproduced without change from last month. N. W. Ayer & Son, of Philadelphia, however, have gone out of the coal business and are this month expatiating on the difference between tailor made and ready made clothing.



Lundborgs

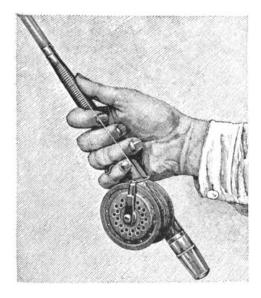
Mellin's Food still continues to be adver-

tised by its loving friends, and the proprietors of Nestle's Food and Lactated Food are both anxious to send sample packages free to mothers who have not yet used them.

Curtice Brothers, of Rochester, have a quarter page headed "For that Jaded Appetite use Blue Label Ketchup." After reading this palpable paraphrase of Hood's "For That Tired Feeling," etc., one is rather surprised to find the Messrs. Curtice complaining that their word "ketchup" is

being used by their competitors. Another Rochester firm, The Cutler Manufacturing Co., have an attractive quarter page advertising their mail-chutes. The illustration (presumably a trade mark) which accompanies it might be profitably replaced, however, with one showing the operation of the chute.

Messrs. Yawman & Erbe, of Rochester, have the right idea, I think. Their advertisement of an automatic reel leaves little to be desired.



The half page of the Masten & Wells Fireworks Manufacturing Co. shows how easily a good idea may be spoiled by a poor illustration.

The half page of William's Yankee Shaving Soap is good, the illustration being particularly suggestive. The Torrey Razor Co. still harp on "the conjunction of the planets Jupiter and Venus on the evening of February 6." This event they refer to as "a close shave," which besides being poor wit, begins to savor of ancient history.

The Stevens' Dish Washing Machine Co., of Cleveland, perpetrate something even worse. I am sure that no one would guess that this dismal representation of a mourning envelope contains the query, "Why do you have cross wives?" but that is what is intended. Wouldn't a good illustration of the dish-washer itself have been more to the point?

Nowhere does the obituary advertisement attain such glorious proportion as in sunny Spain. In our own clime it seldom exceeds three or four lines; there it frequently occupies an entire page. The following, which is reproduced in a greatly reduced form from the pages of a Barcelona newspaper, is a characteristic specimen of these mortuary announcements.



If we have not forgotten our Spanish, this states that Señor Singla, having died after receiving the holy sacraments, "his sons, sons-in-law, grandchildren, mother-in-law, sister-in-law, cousins, and the rest of the family, inform his friends of so sensible a loss, and entreat that they will be present at the house of the funeral, 1 Pelago street, to-morrow, Tuesday, the 16th day of the month, at ten o'clock in the morning, to accompany the remains to the parochial church of Belen, and from there to the old cemetery. No special invitations."



I SPENT a good part of the month of March in Paris, and sighed when I left it, notwithstanding the fact that Paris in March is not Paris at its best. They say that the French as a nation are not large advertisers, and while I doubt it, I admit that I am in no position to disprove the assertion, but I do contend that advertisers in other lands can learn much from the French, even about advertising. It is late in the day to talk of Parisian cleverness and "chic," that much abused word which covers much that is vulgar, and more that is bad—but I fancy that no one ever goes to Paris without being in-

stantly struck by the artisticness of all that he sees.

* * *

Among the brightly colored posters which are to be seen on every Boulevard, are the smallsheetssetting forth the attractiveness of "The Moulin Rouge." To describe it would be both impossible and useless. It suggested much brightness, music, dancing, and that unspeakable gaiety which you find among the people of Paris, at a place like "The Red Mill." It is not so disreputable a place—you can take your wife there if you like, and she does not mind—and when you get there but as Mr. Kipling says, that is another story.

* * *

Posters are, I learned from a talk with a French newspaper man, the favorite method of advertising, where that means of announcement can be made to fit the case. This may perhaps account for the empty spaces in the weeklies and monthlies, where advertising is but a drop in the income bucket. At present the fad is to collect

posters, good and bad, but for the most part they are good, and better worth collecting than a good many books which are often hoarded. Some of the posters have grown to be very valuable, and now limited editions are published for collectors alone. so that not a copy is ever exposed to public view.

* * *

Or all the printed things in Paris certainly the weeklies and monthlies are the best worth



The dailies are to my mind but poor story papers, trivial, unreliable, and everything that is poor, but dull. In the other and more deliberate publications appear the very best. First of all the monthlies comes Figaro Illustré, now that the ever to be lamented Les Letters et Les Arts is dead. The Figuro has a circulation of about 50,000 a month, I was told by a rival publisher, a remarkable sale for a three franc periodical. It goes among the best people, not only in France, but is read and admired all over the world, and yet it carries only about four pages of advertising, and at a price per line much less than that charged by American magazines.

* * *

Among the weeklies perhaps Illustration holds the leading position. It stands in a position equivalent to Harper's Weekly. Brightly written, well printed, and well illustrated, though in a style quite different from our weeklies. Every month it presents to its subscribers four colored plates. It has a large sale at the news-stands, and a still larger circulation among actual subscribers, and yet the proprietor told me that his advertising patronage was scarcely worth cultivating, it yielded so little towards the expense of the paper.

* * *

Among the peculiarities of advertising which struck me upon this visit to the French capital, was the number of foreign houses whose wares are set before the eyes of the Frenchmen by printed and painted signs. It does not take more than half a glance to show that these advertisements never originated in the mind of a Frenchman. Upon the little boats which run up and down the Seine, are the huge ugly boards setting forth the merits of Blooker's and Van Houten's Cocoa. "Coleman's Gen-



uine English Ham" stands forth in the papers as inartistic as the American hog. The Dutch especially seem to effect Paris as a market, and no doubt the English would be equally well represented, except that the French hate the English as cordially as the Briton hates the French.

* *

APROPOS, I see that the French are beginning to appreciate the American dollars. showered by the bushel upon the Paris The advertisement of the shopkeeper. Bon Marche, which I noticed recently printed in the New York Post, testifies to this. But, Mr. Seymour, it was cruel to print that view of the great establishment as you did. It would make Mons. Boucicault turn in his grave if he could see it. I reprint it as an example of a French advertisement in a New York paper. I wish I could show an American advertisement in a French paper. After all the Bon Marche is not such a wonder-you can get bargains just as good of the Postmaster General.

* * *

But who cares for advertisements in Paris? If all good Americans go there when they die, well and good, but I am always thankful when I have been able to get in an ante-mortem visit.

Fulkeren

SNAP SHOTS BY THE OFFICE KODAK.



THE WAY SHE MANAGED.

Man: "She lost everything except her diamonds."

Other Man: "And how did she manage to stick to them?"

First Man: "They were paste."

SHE DIDN'T SEE IT.

She: "It takes very little to make me happy."

He (inveterate card player): "It takes a good deal to make me happy."

Old Lady: "I see you advertise wired hose, 12 cts. a foot."

Shopman: "Yes, ma'am; best in the market."

Old Lady: "I want to get some for these boys. They're dreadful hard on their socks."

THE Chinese style of hair dressing is somewhat cue-rious.

HEEL-TAPS, though suggestive of the sole, have no connection whatever with spirit rappings.

NOT RECEIVING.

Visitor: "Seems to me your baby sleeps a good deal. He is never awake when I call."

Happy Father: "You call at the wrong time. His hours are from one to five A. M."

A THEATRE is known by the company it keeps.

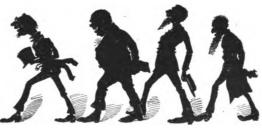
NOT HER PLANS.

Mrs. Struckit: "Did you see the architect to-day, Watkins?"

Mr. S.: "Yes, an' I've brought you some ground plans to look at."

Miss, S.: "Well, I don't propose to look at no ground plans till you've got your house built. Time enough for the garden afterwards."

E. L. Sylvester.



FROM THE HOUSE WITH THREE GABBLERS

CORRESPONDENCE.

APROPOS of the recent fractional currency discussion in these columns, we print the following letter from Mr. W. H. Tufts, of "Mackinac" sinker fame:

ART IN ADVERTISING,

Gentlemen:

I write to say that if you are agitating the question of a return to "fractional paper currency" by the government, you should receive the thanks of all classes of people in the United States. You have mine here.

I am informed that Senator Jas. H. Kyle, of South Dakota, has just introduced a bill in the Senate providing for the issue of some kind of fractional paper currency, and legislating the "postal note" out of existence. I will find out what it is in a few days.

In my opinion, Congress is the place to bring influence to bear, rather than on the treasury department, although I think a bill would have passed both House and Senate (it had passed the House) during Cleveland's administration had not Secretary Fairchild opposed it in Senate Committee on the ground of "economy."

W. H. Tufts.

Washington, D. C., March 11, 1892.

From another correspondent we have received a clipping stating that the bill referred to by Mr. Tufts is

to provide a postal currency, which it proposes to substitute for postal notes. Instead of the present postal notes the bill provides for the issue, under the supervision of the post office department, of postal fractional currency in denominations of ten, twenty-five, fifty, and seventy-five cents. This currency is to be issued by the department to postmasters. It is made a legal tender for sums less than one dollar, and made redeemable at any post office in sums of one dollar; at any fourth class money order office in sums of five dollars, and at any office of the first, second, and third classes to an amount not exceeding ten dollars in any one payment to a single individual. The passage of this bill is urged by publishers and merchants who do business through the mails.

"THROUGH THE PARTITION."

ART IN ADVERTISING,

Gentlemen:

One of the 18th century poets said: "Wit to madness is so close allied, that thin partitions do their bounds divide." There has been much to admire and approve in the pictorial-suggestive advertisements of prominent houses; and frequently not a little wit has been perceptible. But the partition has been penetrated in the recent illustration of the Carlsbad Sprudel Salts—wherein the nausea



Contributions to the Atlantic

Our contributions towards the general health of America come across the Atlante, from the 509 year old health resort called—Carlebad, Our contribution to America is called—Carlebad Our contribution to America is called—Carlebad Sproude Saita. They reign aupreno as a resulted remoly for all ills arising from consujistion and impaired digestion. The gension has the signature Bisner & Mendelson Co. N. Y. Sole Agents, on every buttle.

of seasickness is illustrated under the heading "Contributions to the Atlantic." Wit has jumped clear through the walls of sense and reason, and is havocing in the precincts of madness. * * * The picture is of a young woman vomiting over the side of a ship; but not a line in the "ad" denotes that Sprudel Salts has any efficacy for seasickness It does say that they "reign supreme as a standard remedy for all ills arising from constipation and impaired digestion." What has that to do with a young woman vomiting into the ocean? The "ad" is senseless in the first place; it is neither pat nor funny, in the second place; and it is disgusting, in the third place. * * * Such an illustration is no wound to the writer, but it is a bruise to Carlsbad Sprudel Salts.

Posner's Advertiser.

Baltimore, Md.



This advertisement is not particularly inviting, but the disagreeable advertisements put out by Eisner & Mendelson are few and far between.

RESPECTFULLY REFERRED TO MR. GEORGE WHARTON EDWARDS.

ART IN ADVERTISING,

Gentlemen:

I have been much interested in your March number, which contains many good things and is admirably edited, but one thing I cannot understand is, why in common with nearly all magazines your first page cover should be so nondescript, and in my humble judgment, inartistic. As you are so used to criticising, perhaps you will accept this criticism in the spirit in which it is meant. Some day when this inartistic fad is over we shall have cover illustrations that are not eye-sores and meaningless. Why should not ART IN ADVERTISING inaugurate a reform in this respect?

F. W. HARKINS.

The National University, Chicago, March 11, 1892.

MAY BE SO, BUT WE DON'T.

ART IN ADVERTISING,

Gentlemen:

Nearly every advertiser wants to know where his customers saw his advertisement, and to that end a great many use the phrase, "Mention this publication." Others use different numbers and initials and so forth, to identify the mediums, or compel the applicant to cut out the advertisement and return it with order.

Some few publishers ask their readers to mention the publication, but there seems to be no system about it, although there is sufficient desire among advertisers in this direction to warrant publishers adopting some general plan to accommodate their patrons.

I would suggest that each publisher have an asterisk or some hieroglyphic at the bottom of each advertisement, this mark to refer to a note somewhere in the publication which will say "Readers of this journal will confer a favor on both the publisher and the advertiser by mentioning where they saw this advertisement." In this way the expense of printing a separate note for each advertisement would be avoided both by the advertiser and the publisher, and at the same time the ground would be thoroughly covered.

I think the publishers who have good circulations will think well of this plan.

RICK A DUDLEY.

HE MEANS A. IN A.

As if I could do without it! Hardly! Here's my love and here's a dollar.

EDWARD W. Bok.

Many thanks; you're too good.

Editor ART IN ADVERTISING,

Dear Sir :

I have received the following letter written appropros of my article on School Advertising. To L. E. P.

P. 19 March No. Art in Advertising. "If Not. Why Not?"

Because they are not allowed in the school columns of the magazines.

Your question shows that you have had no practical experience in that of which you write.

E. P. S.

My correspondent, I presume, refers to the use of cuts in the school advertisements. But E. P. S. is mistaken. I happen to have before me now a circular letter from Scribner's Magazine urging school advertisers to use illustrations in their announcements, and I know the Century admits cuts to their school columns, as is shown in every number, and the publishers are glad to get them.

L. E. P.

Editor ART IN ADVERTISING, Dear Sir:

I have read with much interest your extract from Dr. Collyer's "Talk With Young Men," published in the April issue of ART IN ADVERTISING.

C. H. WILLSON.

Toronto, Canada, April 19, 1892.

Glad to hear it.



A LIST OF GENERAL ADVERTISERS.

THE following pages contain the second installment of a list of all the general advertisers in the United States. Perfection is not claimed, but it is the intention to include all advertisers who use general mediums as distinguished from local advertisers. Any addition or corrections, particularly as regards "The Man in Charge," will be thankfully received.

MARYLAND.

NAME.	BUSINESS.	ADDRESS.	PLACE.	MAN IN CHARGE.
Episcopal Methodist,	Religious Journal,		Baltimore.	
Folding Box Mfg Co.,	Folding Cash Boxes,	109 E. Baltimore St.	Baltimore.	
Fruit Reddine Co.,	' Flavored Puddings,	: 1	Baltimore.	
Jenkins,	Stamps,	1224 No. Charles St.	Baltimore.	
McMurray & Co.,	"Pride" Brand Fruit,	i	Baltimore.	
McShane Bell Foundry,	Bells,		Baltimore.	1
Poole, Robert & Son Co.,	Turbine Water Wheels,	1	Baltimore.	
Powell, W. S. & Son,	Fertilizers,	ļ	Baltimore.	1
Rodgers, John L. & Co.,		218 Spears' Wharf,		
Sharpe & Dohme,	Soluble Hypodermic Tablets,	1	Baltimore.	1
Thalman M'f'g Co.,	Pens & Pencils,	126 Baltimore St.,	Baltimore.	1
Vogeler, Chas. A. Co.,	St. Jacob's Oil,		Baltimore,	Louis A. Sandlass
Peters, W. M. Sons,	800,000 Peach Trees,		Wesley.	1

MASSACHUSETTS.

	MASSACHU	Sr.115.	
Brown, G. L. Paper Co., Sawyer, B. E., Starett, L. S., Stevens, J. Arms & Tool Co.,	Ledger & Record Papers, Draughtsman, Fine Tools, Machinists' Tools,	Adams. Athol. Athol. Attleboro.	1
	BOSTO	N.	
Allston Co., American Bell Telephone Co., American Health Supply Co., Andrew, John & Son Co., Atkinson, B. A. & Co., Bailey, C. J. & Co., Baker, Barnaby, J. B. & Co.,	Peptonix, Telephones, Specialities, Books & Photo-Engraving, House Furnishings, Rubber Brushes, Plays, Clothing, Hotel Brunswick,	143 Federal St. 95 Milk St. 56 Boylston St. 196 Summer St. 829 Washington St. 22 Boylston St., 23 Winter St., 607 Washington St. Boylston cor. Clar-	C. A. Bailey. Walter Baker.
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Page Woven Wire Fence Co.,	Fences, Remedies.	Box 35,	Adrian. Albion.	
Pyramid Drug Co.,	Remedies, Folding Canyas Route	B0X 35,	Ann Arbor.	
Pyramid Drug Co., Osgood, N. A., Knowlton, E. J.,	Folding Canvas Boats, Portable Baths,		Battle Creek.	
Nichols, Shepherd Co., Union M'f'g Co., Fitch, E. S. Co., Toilet Preparation Co.,	Threshing Machines,		Battle Creek.	
Union M'f'g Co.,	Steam Pumps,	17 Rose St.,	Battle Creek.	
Fitch, E. S. Co.,	Fertilizers, Breathine, Sweatine, Bleachine,		Bay City. Berrian Centre.	
Pollet Preparation Co.,	French Plants.		Bridgman,	
Baldwin, O. A. E., Meech, F. J. & Sons,	Tubers and Seeds.	!	Charleyoix.	
Glazier Strong Oil Stove Co., Allen, Mrs. R. W.,	Oil Heating Stoves Co., Parisian Face Bleach,	i ·	Chelsea.	
Allen, Mrs. R. W.,	Parisian Face Bleach,	219 Wood. Ave.,	Detroit.	
Barnum, E. T.,	Wire and Iron Works,	Second Ave.,	Detroit, Detroit.	Mr. Montgomery
Balles, J. E. & Co., Current History, Davis Boat & Oar Co., Detroit Boat Works,	Bank and Office Railings, Publication,	63 Shelby St.,	Detroit.	
Davis Boat & Oar Co	Boats, &c.,	00 Enciny 150.,	Detroit.	İ
Detroit Boat Works,	Pleasure Boats		Detroit.	1
Datrait Electrical Warks	Railway Equipments,	040 7777 1 4 674	Detroit.	
Detroit Heating & Lighting Co.,	Combination Gas Machine,	310 Wight St., Randolph St.,	Detroit, Detroit.	Mr. Hammond.
Detroit Padiator Co.,	Moth Proof Bags, Radiators.	Kandoiph St.,	Detroit,	Mr. Hodges.
Detroit Heating & Lighting Co., Detroit Paper Bag Co., Detroit Radiator Co., Detroit Stove Works,	Stoves,		Detroit.	Jan. Hougen
Detroit Stay Co., Eureka Chemical Co.,	Dress Stavs,		Detroit.	1
Eureka Chemical Co.,	Cotton Meal Comp.,		Detroit.	
Ferry, D. M. & Co.,	Seeds,		Detroit.	
Fullon Iron & Eligine Works,	Steel Tackle Blocks,		Detroit. Detroit.	
Fulton Iron & Engine Works, Gummer, F. D. & Son, Judd, Dr. J. B.,	Dyer, Pulverizer and Calciner, Electric Belts,		Detroit.	1
Michigan Radiator Co.,	Radiators,		Detroit.	
Michigan Stove Works.	Stoves.		Detroit,	J. N. Dwyer.
Music Novelty Co., Parke, Davis & Co.,	Mouth Organ,		Detroit.	
Parke, Davis & Co., Peninsula Stove Works,	Mfg. Pharmacists, Stoves,		Detroit. Detroit,	Mr. Eames.
Pernin Shorthand Institute	Shorthand Instruction,		Detroit.	MI. Lames.
National Pin Co	Pins,		Detroit.	
Richmond, Backus Co.,	Publishers.		Detroit.	
National Pin Co., Richmond, Backus Co., Seely M'f'g Co., Sprague School of Law,	Perfumes,	F00 1171 74 D1 1-	Detroit.	7 0-4 0
Sprague School of Law, Stearns, Frederick,	Law School, Mfg. Pharmacists,	502 Whitney Block,	Detroit, Detroit.	J. Cotner, Sec'y.
	Remedies,	Box 147,	Detroit.	
woiverine Chemical Co., Montross, Richard W., Aldine M'fg Co., Allen, Frank P., Barlow Bros., Bissell Carpet Sweeper,	Carpet Stretcher and Tack Hammer.	,	Gallen.	
Aldine M'f'g Co.,	Artistic Mantels,		Grand Rapids.	
Allen, Frank P.,	Architect, Manifold Shipping Blanks,		Grand Rapids.	
Birrow Bros., Rissoll Carnot Sweener	Carpet Sweepers,		Grand Rapids. Grand Rapids.	
Fry Furniture Co	Furniture,		Grand Rapids.	1
Grand Rapids Refrigerator Co., Grand Rapids Refrigerator Co., Gunn Folding Bed Co., Hartman M'fg Co.,	Refrigerators.	2-30 Ottawa St.,	Grand Rapids, Grand Rapids,	
Gunn Folding Bed Co.,	Folding Beds, Steel Mats,	·	Grand Rapids, Grand Rapids.	
Hartman M'f'g Co.,	Steel Mats,	741 / 35 64	Grand Rapids.	
Hopkins, D. S., Northern Refrigerator Co.,	Architect, "Glacier" Refrigerator,	74½ Monroe St.,	Grand Rapids. Grand Rapids.	
Powell. Gomev & Co	Patent Locks		Grand Rapids.	
Powell, Gomey & Co., Princess Dressing Case Co.,	Patent Locks, "Marble Top Washstands," Artistic Work,		Graud Rapids. Grand Rapids.	
Reed Engraving Co	Artistic Work,	2 Pearl St.,	Grand Rapids.	
Brewster, E. E., Jackson Corset Co., Knickerbocker Co.,	Horse Specialties, Corsets, Waists, Flour Mill Machinery, Dish Handles,		Holly.	
Jackson Corset Co., Kniekarbooken Co	Corsets, Waists,		Jackson. Jackson.	
Timberlake, J. B.,	Dish Handles		Jackson.	1
Dickinson, C. H. C.,	Acme Boner.		Kalaniazoo.	İ
Dickinson, C. H. C., Ihling Bros. & Everhard,	Duplicate Whist,		Kalamazoo.	İ
Kalamazoo Cycle Co	Parcel Carrier for Bieveles.		Kalamazoo,	
Michigan Buggy Co., Morgan M'f'g Co.,	Carriages, Novelties,	354 West St.,	Kalamazoo, Kalamazoo,	
Sun Stamping Co.	Morgan Odorless Broiler,	420 Pitcher St.,	Kalamazoo, Kalamazoo,	
Sun Stamping Co., Readers' Union Pub. Co., Union Pub. Co.,	Medical Continent Magazine	129 2 Hellet Gui,	Lansing.	
Union Pub. Co.,	Music and Art Supplies, Dyspepsia Cure, Electric Belts,		Lansing. Marshall.	
Stuart, F. A., Voltaic Belt Co.,	Dyspepsia Cure,		Marshall.	
voitaic Beit Co., Chase Brothers	Electric Belts, Pianos,		Marshall.	
Chase Brothers, Heap Patent Earth Closet Co.,	Pianos, Bedroom Convenience,		Muskegon. Muskegon.	1
	Real Estate.		Muskegon.	C. M. Steele & Sons
Sargent M'f'g Co.,	Rotary Book Cases,		Muskegon.	
Church and School Furniture Co.,	Furniture,		Northville. Ovid.	
Ovid Buggy Co.,	Carriages,		Ovid.	
Muskegon Improvement Co., Sargent M'fg Co., Church and School Furniture Co., Other Co., Extey M'fg Co., Anderson & Company,	Furnituré, Carriages, etc.,		Owosso, Port Huron.	
Sylvan Toilet Co. The	Toilet Articles,	Box N,	Port Huron.	
Sylvan Toilet Co., The, National Newspaper Club, Brotherton, Wilfred A.,	Publications,		Quincy.	
	Flowers,		Rochester.	1

For Rates, etc., apply Advertising Manager, 3 East 14th St., New York.

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MICHIGAN.

NAME.	BUSINESS.	ADDRESS.	PLACE.	MAN IN CHARGE.
Saginaw Improvement Co., Utility M'f'g Co., Spring Lake Clinker Boat M'f'g	Real Estate, "Winder" Cash Carrier,		Saginaw, Saginaw.	C. W. Manahan.,
Co., St. Clair Springs Co., Oakland Hotel,	Boats, Salustones Water, Hotel,	Ottawa Co.,	Spring Lake. St. Clair Springs. St. Clair Springs.	
Hay & Todd M'f'g Co., Ypsilanti Dress Stay M'f'g Co.,	Underwear, "Ever Ready" Dress Stay,		Ypsilanti. Ypsilanti.	

MINNESOTA.

Standard Fibre Ware Co., American Chemical Co.,	Decorated Hay Fibre Ware, Emerald Cleaner,		Mankato. Minneapolis,	G. R. Newall & Co.
American Gold Mining & Smelt- ing Co.,	Mining Investment,	207 Century Block,	Minneapolis.	
Barber, D. R. & Son,	Cataract Mills,		Minneapolis.	
Bates & Blake Electric R'y Con- duit Co	-	311 Globe Building	Minneapolis.	
Belz Bros., Buckeye Pub. Co.,	Grain Shipper, Publications,	Com. Exchange.	Minneapolis. Minneapolis.	
Children's Endowment Society,	Insurance,	607 Guaranty Loan Building,	Minneapolis,	F. P. French.
Conover, Gee & Co., Crocker, Fish & Co., Curtiss College, Dodge, W. O. & Co., Flour City Harness Co.,	Grain Shippers, Flour, University, Shippers of Grain, Harnesses,	400 Corn Exchange 223 Nicollet Ave.,	Minneapolis, Minneapolis, Minneapolis, Minneapolis, Minneapolis,	
Griggs Brothers,	Grain Commission,	9 Chamber Com- merce.	Minneapolis.	
Harper, Thayer & Co., Holly Flouring Mills, Howard, A. W., Humboldt Mill Co.,	Flour Commission Merchauts, Flour, Flour Tests, Flour,	202 Wash'g'n Ave.,	Minneapolis. Minneapolis. Minneapolis, Minneapolis.	

A MILLION READERS A DAY.

"Circulation"
Unlimited.
Our
Proof the
Camera.

We lead the procession in out-door advertising.

THE
R. J. GUNNING
CO.



Here's a Street Scene in Chicago Showing How the Masses Read our Painted Ads.

Get our estimates on a demonstration before all Chicago.

GUNNING'S WORLD'S FAIR BULLETINS.

Would You

MAKE AN ADVERTISING CONTRACT with a first-class magazine provided the rates were not more than one-half of what its actual circulation entitled it to, and provided, also, that it was agreed you were not to pay anything if the circulation was less than guaranteed?

IF YOU WOULD

THE REVIEW OF REVIEWS will make such a contract with you upon the basis of a guaranteed circulation. For Advertising Rates, etc., address

THE REVIEW OF REVIEWS, 13 Astor Place, New York.

Present Edition 70,000.

SUBSTANTIAL SIRCULATION

Among the Right Kind of People to Aid Advertisers, You Get in All Our Papers, Particularly So in the



The Agricultural Monthly of Largest Circulation West of the Alleghenies.

80,000 EVERY MONTH!!

RATES REASONABLE AND RIGID.

"Plough Deep while Sluggards Sleep."

Many advertisers suspend operations in the summer time because they believe that papers make no push during that sea-This is not true of our Peerless List of mediums. We guarantee, absolutely and without reservation, one million of these papers mailed every month right through the year. It will pay every advertiser to use them in the summer months with the same persistency and to the same extent that he does in other seasons. There is not so much competition in advertising at that time, and returns will be correspondingly better. Specimen copies and circulars will be sent or questions gladly answered on application by card or letter. It is no trouble to correspond. You can place your advertisement in these papers now or at any time, direct or through any reliable Advertising Agent. Don't forget that there is no diminution in our circulation.

VICKERY & HILL, Augusta, Maine.

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At the Washington. D. C., May 16, 1892

There will be thousands of copies of KATE FIELD'S Art Congress Washington distributed. K. F's W. wants the tax taken off Art. If you do too, and have anything artistic to offer, advertise it in the issue for the week of the Congress.

Dodd's Advertising Agency. Boston, World Send for Estimate. Buil'g, N.Y. City. RELIABLE DEALING. CAREFUL SERVICE. LOW ESTIMATES.

NION GOSPEL NEWS. NDENOMINATIONAL WEEKLY. AND CIRCULATION 127,262. ublished at CLEVELAND, OHIO. PRIBURE BUILDING, N. Y. The Gospel News Co., O. B. BOOTH CLEVELAND, OHIO.



THERE! YOU SEE? A proper light thrown on the subject of advertising reveals the Ambrican School Board Jour-NAL as a medium that pays. It has the right kind of readers and a "rate" that will fit inside of an advertiser's profit. Horse sense has taught us to make money for the advertiser first, then make it for ourselves. WM. WATTENBERG, Adv. Mangr., 150 Nassau St., N. Y.

DO YOU WANT AGENTS? 1 have sent, so far, to 35,000 Post Offices for the names of Agents for my own use. Send for particulars. E. SMEAD, Vineland, N. J.

Street Car Advertising

In leading cities of the U.S.

Pearl Top Lamp Chimneys, Ferris' Hams, Shrewsbury Ketchup, Pitteburg Lamp, Gold Modal Flour, Y. & S. Licorice, Hostetter's Bitters, Kleinert's Dress Shields, Mastiff Tobacco, Blooker's Cocoa, Atmore's Plum Pudding, Gold Coin Chewing Tobacco, Kodak Cameras, Fair and Square Ribbon, Deletres Perfumes, Hecker's Flour, Household Ammonia, Hodgman's MacIntobhes, Solace Chewing Tobacco, Star Soap, Mott's Cider, P. & P. Kid Gloves—all these successful specialties, and many others, placed their Elevated Railway and Street Car Advertising through

M. WINEBURGH. Advertising Broker, Times Building,

Men who Advertise and need a new idea now and then, will find a valuable assistant in the novel "Book of Ideas for Advertisers," just published by D. T. Mallett, New Haven, Conn., and sent on receipt of \$1.00, Post-paid. 48 Page Descriptive Primer Free for 2 Cent Stamp, if applied for at once.

O. M. RICHARDSON & CO., Canton, Maine.

March 21, '92.

ROBERT BONNER'S SONS.

Gentlemen: The advertisement of seeds placed by us in the New York Ledger more than paid for itself in direct sales. We look for our profit in future business from parties who receive our catalogue, together with the small collection of seeds that we usually advertise with it. However, we received so many replies from the Ledger that we realized a profit on direct sales, which is something unusual.

> Yours truly, O. M. RICHARDSON & Co.

Send to us for prices of

Electrotypes

Art in Advertising Co.

HOME-MAKER MAGAZINE; new management; the only organ of the "Woman's Federated Clubs," the strongest organization of influential women known. Send for copy the new HOME-MAKER and advertising rates.

44 E. 14th St., N. Y.

A Book of Pictures

is what the bound volume of ART IN ADVERTISING may be fairly called. It contains 392 pages, is printed throughout on the best coated paper, and has among other things

- 85 Portraits of Interesting People,
 - 5 Double-page Cartoons,
 - 9 Full-page Drawings,
- 69 Suggestive Illustrations,
- 84 Sample Advertisements-French, German and English.
- 252 Total.

Such a book is good for the blues of an advertising man. One subscriber says about it:

"Your bound volume is the only one which I ever found pleasure in. I have read in it a dozen times during the past ten days, and I congratulate you on making something very much out of the ordinary—and very good, too."

Sent by mail for \$2.00.

ART IN ADVERTISING CO.,

80 Fifth Avenue, New York City.

Advertisements for March, 1892, in New York Evening Papers.

215,227 LINES of advertising in THE EVENING POST for March, 1892.

161,856 LINES the largest amount in any other New York Evening Paper.

LINES more in THE EVENING 53,371 LINES more in THE EVENING POST than in any other New York Evening Paper.

One-third More in The Evening Post Than in any other New York Evening Paper.

HFN IN DOUBL LISE SCRIBNE

Inquire of General Advertisers **BOSTON** The Paper of

New England.

THE TOURIST, Utica, N. Y. Have you seen it?

THE MAYFLOWER'S

SEPTEMBER, 1892, ISSUE WILL BE

OVER 600,000 COPIES PROVED!

Will probably be 1,000,000 copies.

RATE FOR THIS ISSUE, \$3.00 PER AGATE LINE.

Secure your space now if you wish to use this number.

E. C. VICK, Advertising Manager, Floral Park, N. Y.

THE PEOPLE'S HOME JOURNAL

Guaranteed Average Circulation for the Remainder of 1892,

300,000 Copies Monthly.

The present rate for advertising in The People's Home Journal is *One Dollar* per agate line per time, less a discount of five per cent. on six months' and ten per cent. on yearly contracts. On July 1st the rate will be advanced to \$1.25 per line. Advertisers making contracts before that date will secure the advantages of the increased circulation at the old rates. After July 1st no contract will be accepted, except at the increased rate of \$1.25 per line.

THE PEOPLE'S HOME JOURNAL is a great family paper. It is read by every member of the family—father, mother, sisters, brothers. It is one of the most popular periodicals published in the United States. Not half a dozen other publications have so great a sub-

scription list.

The immense constituency of The People's Home Journal, and the present remarkably low rates of advertising, make it one of the most profitable of all advertising mediums. Very few publications offer as low a rate in proportion to actual circulation given. Any article intended for family consumption may be profitably advertised in The People's Home Journal, and in no other way can the same extensive publicity be secured at so small a cost.

F. M. LUPTON, Publisher,

No. 106 Reade Street, NEW YORK.

THE TOURIST, Utica, N. Y. Have you tried it?

THE HOUSE WITH THREE GABBLERS.

DRAMATIS PERSONÆ.

MR. J. C. BROWN, . MR. H. B. BERDAN. . First Great Gabbler. . Second " "

MR. H. L. WALKER, MR. H. C. BROWN, Third Great Gabbler.
Martyr to the Cause.

Photographers, Etchers, Routers, Blockers, etc., etc.

SCENE: Partly at Venice and partly at Hoboken. TIME: The present.

ACT I.

Scene I: Interior of Home in Fifth Avenue, New York. Enter, The Martyr, solus.

Martyr.—My work in Photo-Engraving is the finest in the land. In fact, I am surprised that any-

s I c

one has the temerity to go around and solicit work in this line knowing that I am in the business. It is beyond comprehension.

There are several other things likewise beyond comprehension. For instance, other people have the assurance to make as good work as I do, while others have the effrontery to

THE MARTYR.

deliver goods always on time as I do. This habit in other people is very pernicious, and ought not

to be encouraged; the inevitable result is to build up a good business, as I have found by a bitter and protracted experience.

But this is not all. Among other back-



THE ETCHER.

slidings is the reprehensible habit I have of treating a customer as if I really wanted his work. I have even gone so far as to put myself out repeatedly for his accommodation. I have stayed up late nights, when I ought to have been

playing poker, so that he would surely get his work on the moment; and I have actually refused work that I know could not be delivered within the time set by the customer, though Beecher himself once remarked that the truth should not be told at all

times.



THE PHOTOGRAPHER.

ACT II.

Scene I: On the Bridge of Sighs at Venice.

Martyr.—I have likewise contracted a habit of making all my plates extra deep and sharp; of having the dead metal routed out right up to the line, so that good, deep electrotypes are easily made. The wood used in blocking is thoroughly seasoned, and does

thoroughly seasoned, and does not warp. I don't advertise myself on the bottom of every plate by means of a stencil. I have a funny idea about letting a customer pay for a service that benefits me and not him.

I can substantiate, without fear of contradiction, all the good things I hear about my Photo-Engraving department from personal experience. It takes



MR. BERDAN.

personal experience. It takes something more than a testimonial, however, to make a good photo-engraver.

No self-respecting engraver would send out an advertisement now-a-days without claiming to do work for Century, Harper's, Scribner's, etc., but why should the spirit of mortal be proud? Is there not just as particular work demanded by Truth, Rural New Yorker, Outing, Forest and Stream, and others perhaps of less celebrity, but of equal commercial importance?

I do not say that I do all the fine work in this city, yet I blushingly admit that I do a large part of it—a very large part.

We occasionally get a little work from the Century, but Mr. Fraser, as a rule, sends the bulk of it elsewhere. Scribner says my plates are rotten, and that they paid me \$18.00 on the last bill for plates they couldn't use. Why not pay me \$9.00 at the start, and have somebody else make the plates? It would be cheaper for both. Harper is more liberal than either. Life is a fairly good customer, but could be better. Mr. Mitchell



MR. WALKER.

(To be continued in our next.)

MR. J. C. BROWN

[This thrilling story, in complete form, can be had by sending postal to H. C. Brown, 80 Fifth Avenue, New York.]

SCENES ALONG THE HUDSON.

No. 1.-THE HUDSON RIVER.

LOOKING NORTH FROM WEST POINT.



German writers tell us, complacently, and with fine show of patriotic pride, that there is no river in the world at all comparable to the Rhine—so picturesque, with hoary old castles towering skyward at intervals along its entrancing banks, from whose parapets many centuries look down with approving serenity upon the lordly stream below. But every American tourist knows, that in comparison with our own peerless Hudson, the charms of the Rhine sink into insignificance.

The Hudson is, all things considered, the most winsome and beautiful river the world can boast of, and a daylight trip along its banks is one of the most fascinating conceivable, unfolding to the delighted eye of the tourist a varying panorama of kaleidoscopic beauty. Passing the columnar majesty of the Palisades, succeed long reaches of cultivated meadows and farms and thrifty villages and towns, embodying much historic ground; then slopes that swell more and more boldly, to abrupt, well-wooded bluffs, culminating in the West Point cliffs and the giant hills of the Hudson Highlands.

Fringing the Eastern shore of the Hudson, seldom departing more than a few feet from its margin, the tracks of the New York Central and Hudson River Railroad—four gleaming bands of steel—connect the great metropolis at the mouth of the river with the Capital of the State near the head of navigation.

The trip between New York and Albany occupies less than four hours, and gives the traveller a greater variety of scenery than can be had in four consecutive hours anywhere else in this or any other country.

A fine new map of this region, printed in four colors, and giving much valuable information, will be sent free, post-paid, on receipt of four cents in stamps.

Address GEORGE H. DANIELS,

General Passenger Agent,

GRAND CENTRAL STATION, NEW YORK CITY.

T. B. BROWNE'S



MESSAGE

To the Great Advertisers of

AMERICA.

The importance of Great Britain and her possessions as profitable markets for American productions, popularized by advertising, has never yet been realized by the great advertisers of America.

With Free Trade, and almost free freights, business intercourse between the two countries is actually easier than between New York and most other American cities.

The establishment of my New York Offices affords the opportunity to those interested in the subject, of being placed in immediate touch with an organization embracing the entire press of Great Britain, Australia, South Africa, and India.

A vast experience gained in handling the announcements of the world's most successful advertisers is at the service of intending clients.

A personal call, to inspect the files of English and Colonial Newspapers, or correspondence invited.

T. B. BROWNE,

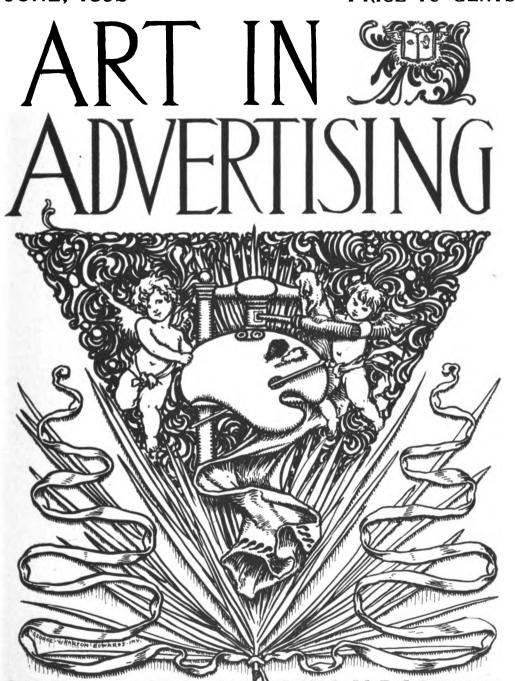
161 and 163 Queen Victoria St., LONDON, ENG.

AND

353-355 Canal St., NEW YORK.

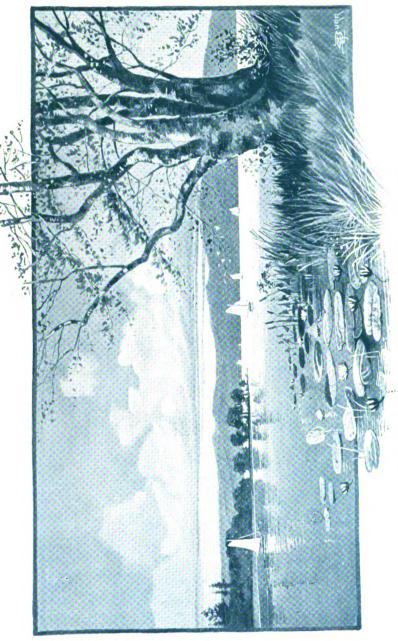
JUNE, 1892

PRICE 10 CENTS



AN-ILLUSTRATED-MONTHLY-MAGAZINE:

BITS OF SCENERY IN THE EMPIRE STATE.



SENECA LAKE, ON THE NEW YORK CENTRAL.

The Empire State, really an Empire in itself-contains probably a greater variety of scenery than any other one State in the Union, and is so accessible that its Lakes, Rivers and Mountains are within the reach of all.

The Passenger Department of the New York Central—whose lines now permeate every portion of the State—will soon issue a beautiful book entitled "The Lake Region of Central New York," which will be beautifully illustrated, and contain a fine map of this region. A copy will be sent free, post-paid, on receipt of four cents in stamps, by George H. Danners, General Passenger Agent, Grand Central Station, New York.

Entered at the Post Office at New York as second-class matter.

Vol. V.

JUNE, 1892

No. 4.

Published by THE ART IN ADVERTISING CO., 80 FIFTH AVENUE, NEW YORK. H. C. Brown, President. Russell Doubleday, Business Manager.

PUBLISHED ON THE FIRST OF EVERY MONTH.

ONE DOLLAR A YEAR, IN ADVANCE.

OUR CREED.

There is no forcing process for building up a circulation that can be permanently depended on. All temporary expedients based on this principle are, sooner or later, apt to react at a loss. The first and paramount thing is to print a steadily progressive and reliable journal, of such merit that, being once seen and read, it will create a demand for the next number.

OURSELVES.

HEREAFTER ART IN ADVERTISING will be issued on the first of each month instead of on the fifth (or at its own sweet will), as formerly. We have secured the services of a brand new office cat, and hope to come out promptly in the future. Advertisers are requested to note this change, and to hand their copy in by the twentieth of the preceding month. We cannot be responsible for losses occasioned through failure to regard this precaution.

The new edition of *The American Newspaper Directory* reveals several interesting tendencies. One of these is that most publishers do not care to state their exact circuity.

lation, notwithstanding the fact that every inducement is put forth to lead them to do so. The rule of this *Directory*, so far as I understand it, is to rate no periodical above 75,000 circulation unless an actual statement of circulation is made. Certainly, therefore, a journal selling more than this number would wish under ordinary circumstances to make known the exact facts, unless by preserving silence credit is gained for an even greater circulation than is deserved.

But there must be in fact some special objection to making a statement of the yearly circulation such as is asked for by many of the directories. For example, in looking over the pages devoted to New York publications -especially magazines, it is somewhat surprising to find but one of the leading magazines willing to make such a statement. Scribner's is the exception. The publishers say the average for 1891 was 121,062; and the Century and Harper's are rated above 75,000 (which, of course, as a rating is absolutely absurd and valueless). Such papers as Puck, Judge and Life are satisfied to let the publishers of the directory make their own estimates; indeed, one finds that on an average not more than one in fifty papers is willing to tell exactly what its circulation was for last year.

It seems impossible that so great a proportion of publications think that they will

probably be credited with more circulation than they possess, and one can only explain it by assuming that the making of a statement is somehow regarded as undesirable. Perhaps one reason for this is that no publisher likes to have to show loss of prestige. As we all have our ups we must all take our share of downs, and it is perhaps only a wise precaution to say little of our prosperity lest our enemies triumph over us the more in the time of adversity. But in really large properties it is not easy to see how this could affect the advertiser so strongly as to make the lack of frankness desirable.

Among prosperous periodicals there must always be a large proportion whose sale has varied-gained and lost. It is frankly confessed, for example, that newspapers will sell more largely at election time than during quiet seasons. That a weekly or monthly will make a hit and gain in circulation to an extent which cannot be entirely held. And yet you will find advertisers using these mediums not less after the "boom" is off, if the paper is legitimately active and progressive. Advertisers understand these conditions as well as publishers; Why should not more frankness prevail, therefore? Would not a little more downright statement of fact induce a confidence, and help business? We all know how to get business, but do we know and understand enough the reason why we do not get it?

ETHEL OBJECTS.

"Chief Judge Daly, in the Court of Common Pleas, to-day granted an injunction perpetually restraining B. T. Babbitt & Co. from circulating or exhibiting photographs of six-year-old Ethel Murray in advertisements of soap."

-New York Evening World, May 24.

ABOUT PILLS.

HENRY IRVING likes to tell how, when he was in a Dorsetshire village last summer, he passed a group of children. One of them eyed him so sharply that the actor said: "Well, little girl, do you know me?" "Yes, sir," was the reply, "you are one of Beecham's pills." She had seen his face in an advertisement.

Here is some data about these famous pellets:

Average quantity kept in stock, 8½ tons.

By number that means 77,684,200 pills always ready for shipment.

The pill machine shapes 15,000 pills per minute. They use 14,000 advertising mediums, and spend about \$550,000 per annum through them; Beecham's pamphlets are ordered in lots of 40,000,000.

Think of this when you take Carter's.

We know a manufacturer of pills in this country who always has a dish of pills on the dining table just as you would have toothpicks. They also have smaller dishes scattered throughout the house—on the library table, on the sewing table, and on the mantels. Callers were cordially invited to take a pill.

It is only fair to add, however, that the same family wore their diamond rings outside of their gloves.

ADVERTISEMENTS.

FOUND—On October 12th, in the Atlantic Ocean, a continent. Owner may have same on proving property and paying for this advertisement. Address C. COLUMBUS, Spain.

LOST—A small black and tan dog answering to the name of Cerberus. Finder will be suitably rewarded if returned to P. LUTO, Hades-on-the-Housatanic.

FOR SALE—On easy terms, a farm. Present occupant obliged to leave. Address Adam, or apply to A. Gabriel, on premises.





ADVERTISE A SUMMER RESORT HOTEL.

By F. G. Barry.

If I was the proprietor of a hotel, I would bear chiefly in mind when advertising my establishment the character of the resort at which it was situated—whether a distinctively health or pleasure resort, or a combination of the two.

If I was convinced that the future of my hotel depended on the development of the place as a health resort, I would try to make it as good or better than any sanitarium going, and would advertise it as such. I would not waste money in trying to make people believe they could have a "perfectly elegant time" at my house. There is no reason why one should become so engrossed with the business of getting well that he should not have time to enjoy himself, but

at the same time it does not seem either possible or desirable to make a sanitarium appear wildly gay, and in my advertisements I would studiously avoid creating such an impression. If, on the contrary, my hotel was situated at a place noted more as a pleasure than as a health resort, I would take particular pains to let the public know what I had to offer them in the way of entertainment. There is just as much money in making well people happy as there is in making sick people well, and as a rule the former occupation is pleasanter for the proprietor.

I would regard myself as doubly blessed if my establishment was situated at a resort frequented alike by the devotees of pleasure

and the followers of Hygeia. Where youth and health promenade the same verandas with sickness and old age there ought to be a golden harvest for the proprietor. In advertising such a hotel I would touch upon the hygienic side of the question as lightly as possible, and would endeavor to avoid giving the public the idea that the climate of the resort was so healthful that none but invalids need apply. When once the impression gets abroad that a resort is frequented by an increasing number of invalids healthy persons go elsewhere. No one likes to meet an invalid at every turn, or to have his favorite overture marred by an accompaniment of sepulchral coughs. I would bear this in mind when advertising my combination "health and pleasure resort," and would be very careful not to devote all my advertisement to an analysis of the allhealing springs, and to an enumeration of each and every ailment that their waters are warranted to cure.

If my hotel was at Saratoga I would not use much of my space in describing the "Queen of American Spas," particularly if I was writing an advertisement for the Century, or any of the other high class magazines. I would say more about my hotel, and less about the resort. Saratoga is tolerably well known for a country town. If, however, my hotel was situated at a new and comparatively unknown resort, I would devote a goodly portion of the advertisement to exploiting the natural features of the region, rather than to descanting on the "appointments," the infallible "service," and the epicurean character of the "cuisine." I would proceed on the assumption that no one would be likely to visit the Tip-Top Palace of the Wonderful Mountains until they knew something of the Wonderful Mountains.

If I was conducting a first class hotel I

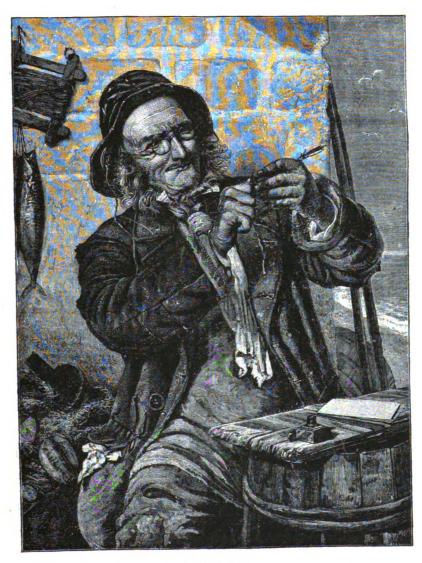
would advertise in first class mediums. character of my house would determine the character of my advertisement, and the quality of my clientage would determine the selection of the mediums to be used. I would not attempt to give the public a complete history of the resort in a one inch advertisement. If there were any "special features"-anything that made the region pre-eminent in the way of climate or situation-I would make these features known; but not too many at a time. I would try to have my advertisements unique without being extravagant, and I would have a cut of my hotel (or of some neighboring bit of scenery), if I could get a good one, and if I couldn't I would do without. I would not run the same advertisement forever. If I could not afford to employ some one to prepare fresh advertisements for me I would sit up nights and prepare them myself, if I could, and if I couldn't I think I would close the house.

The time to advertise is, of course, no less important than how to advertise. I would aim to advertise my hotel at the time when people are apt to make their plans for the summer, and as no one can say just when this is, I would, if I did not have money enough to advertise all the time, begin very early—a little earlier than any of my rivals.

I would advertise my summer hotel in the best local papers at the principal winter resorts. Visitors at these resorts go "somewhere for the summer." The advertisement of the Tip-Top Palace, coming before them when they have ample time to read what I have to say to them, may influence them in the direction of the Wonderful Mountains. Some of the more enterprising of our Northern resort proprietors advertise in papers published in St. Augustine.

I would not exhaust my appropriation in





AN OLD SALT

-Carlsbad Sprudel.



advertising away from home to the exclusion of the local paper—the paper which probably pays more for "setting up" my arrivals than I pay for my advertisement. The resort which does not patronize its local paper liberally, does not deserve to have a paper of its own. It is the local paper which the visitor marks and sends to a friend, and I should regard my interests and those of the local paper as largely identical.

I would pursue a liberal policy (I dislike the word) toward representatives of the press. I have known some hotel proprietors who, while shrewd and capable in most matters pertaining to their calling, were singularly blind to their own interests in this particular. There are few writers for the press, no matter how obscure, who can not do more for a hotel than a hotel can do for them.

The situation of a hotel should answer the question where to advertise, and the relative value of the various sections of territory to be "covered" should be indicated by the records of business of former seasons. But the old fields should not be cultivated to the exclusion of new ones.

No sane proprietor of a hotel in Richfield Springs or Saratoga would think of confining his advertising to Havana or the Pacific Coast, although it is true, as Mr. W. H. Lewis will tell you, "there are a great many Cubians in Richfield every summer." Mr. Earle and Mr. Proctor advertise in the "territory" from which their business comes, and the hotel proprietor who knows what he is about knows the relative value to him of each State in the Union. By a comparison of his records he satisfies himself as to where to advertise.

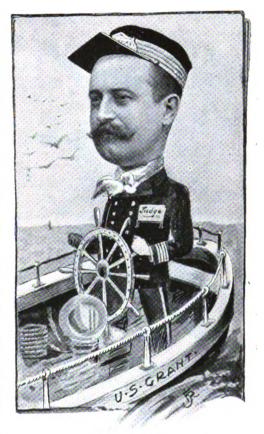
It would seem that there is scarcely room to doubt the propriety of cultivating assiduously the field from which one gathers his most abundant harvest, but as I write I am reminded of the sudden decision of the manager of a California resort hotel to cut off entirely his Eastern advertising, and this in spite of the fact that his patrons are almost exclusively from the East, and his business last winter was twenty per cent. greater than for any previous season. This manager thinks that instead of coming before Eastern people while they are making their plans for the winter, it will be better to wait until the prospective but elusive guest has arrived within the borders of the Golden Gate State, when, by means of a magical pamphlet slipped into his hand by a peripatetic representative, the traveller's plans will be changed or so modified as to result in a manner altogether favorable to the hotel described in the pamphlet. It is, I think, entirely safe to say that the tourist will pursue the pleasant tenor of his way until he reaches the hotel for which he started, and at which he had probably engaged rooms long before his departure from the family hearth-stone, the pamphlet of the other hotel to the contrary, notwithstanding. If I were the proprietor of a resort hotel in California I should try to get people "pointed" straight for my house from the moment they stepped aboard the "Empire State Express" or the "Pennsylvania Limited."

Mr. H. M. Flagler, the owner of the Hotel Ponce de Leon, at St. Augustine, does not think it necessary to spend any more money in advertising his hotels. He no longer employs one of the brightest men I ever met, whose business it was to make known the magnificence of the "Moorish palaces" which add so much to St. Augustine's charms, but which are by no means indispensable to the picturesque old city by the sea. Before the opening of his hotels, and during the subsequent winter, Mr. Flag-

ler expended, it is said, a large amount in advertising, and his idea now seems to be that these hostelries are so well known that the necessity for advertising them no longer exists. There is a question in my mind as to whether a hotel or a resort ever becomes so well known as to justify a suspension of advertising. The question as to how long one or two years' advertising will "last" depends and is one which, it seems to me, the hotel proprietor can not afford to take much time in determining. While he is demonstrating his theory his more practical and progressive competitor may be satisfactorily exploding it.

It is well to bear in mind that comparatively few people go to summer resorts for any one reason. They do not go simply to look at a mountain peak or listen to the gurgling of sylvan brooks. They go, in very warm weather, to escape the heat of the cities; they go for rest-some of them do; for change, for freedom from household cares, health, amusement, and from the animated scene which some of the dining rooms present one would think that many go for the sole purpose of filling a long felt want in the way of something good to eat. All these considerations must be taken into account by the successful hotel proprietor, who, above all else, must be a student of men and women. The hotel proprietor who knows human nature and his resort, as he should know both, will not find it very difficult to write his advertisements.

An English paper states that Mr. Robert Cadbury, who has amassed a fortune in cocoa, has given his country residence near Birmingham as a summer home for children. Who of our 'American millionaire advertisers will be first to follow Mr. Cadbury's lead. Don't all speak at once.



MR. RUSSELL HARRISON

The aluminum paper cutter and typemeasure from *Die Westliche Post*, of St. Louis, is not particularly new, but is very convenient. It is a good advertisement because it will be kept and will not wear out.

Mr. Hubbard, the Vick Magazine circulation circulars show, wants to make every one appreciate the fact that his paper has 200,000 circulation, and his schemes are many and clever. From the looks of the magazine he seems to have had a good deal of success.



And Assisteth /e Color to Arise

"Defender of the Faith,"

Ben Israel answered, "if it be thy will
To show thy servant greater favor still"—
"How!" cried the Caliph, "is thy greed so great
That gifts of gold, high offices of state
Are insufficient?" Ben Israel, bending low,
Answered contritely, "Nay, Most High, not so."
"What, then?" the Caliph asked. "Lord, by thy grace,"
Replied Ben Israel, "in the market-place
Daily there sits a scribe, who from bazar,
From temple, palace, street, from near and far,

Gathers from wagging tongues the words that fall And deftly in neat scrips recordeth all;

Which same he doth inscribe Ye Daily News, And these all men most eagerly peruse"— "You wish this office? Well, I will decree That henceforth you our public scribe shall be," The Caliph cried. Ben Israel shook his head. "I wish not this, oh, Heaven-born!" he said, "But only that on each sheet he may write, This scribe shall be commanded to indite A paragraph or two to this effect: 'B. Israel invites the public to inspect His new and elegant array of shawls, Rugs, laces, silks, perfumes and parasols, Offered at prices defying competition, And warranted in excellent condition." He paused; the Caliph, too amazed to speak, Stood for a moment dumb. At length, "What freak Of madness prompted this request?" he cried, "Would'st cast my larger bounties both aside For this wild fancy? wish you this indeed?" Ben Israel bowed. "I would it were decreed." Ben Israel Returneth thanks to Ye Caliph "Thou art a fool!" the Caliph said; "but go, Thy wish is granted, henceforth be it so." And lo! from that time, folks from near and far Flocked in to buy at Israel's bazar. And while trade rivals vainly tried to win, Ben Israel calmly raked the shekels in, 'Till wealth and fame alike did both expand, And Israel's name was known in every land. A parting word to readers of this tale: If You never have a chance to aid a Caliph And win his lasting gratitude, be wise! Do not despair, but go and advertise. Caliphs, at best-they're everywhere the same-Will always make one choose twixt gold and fame; But who to part with either one is loath, By advertising may achieve them both. Ben Israel Waxeth Opulent.

ART IN ADVERTISING.



DR. GREENE, the proprietor of Nervura, is a great lover of art, a passion which finds expression in the cast of the Fighting Gladiator that adorns the front of his offices at 35 West 14th Street, New York.

In the cuts which the Doctor sends out with his advertisements this artistic tendency is not always so noticeable. One would not be apt to discover it from the touching scene depicted above, for instance.

Here is another specimen of the "nervy" style of illustration, supposed to represent a lady whose kidneys "were in a terrible state"—possibly, New Jersey. Its reproduction

serves the double purpose of showing how a woman in that deplorable condition looks, and of demonstrating the folly of attempting too much detail in a newspaper illustration. A sermon might be preached on this besetting sin of illustrators, but with native modesty we re-

frain from attempting it and content ourselves with showing here how the thing ought to be done.

If Dr. Greene likes our girl better than his we shall be glad to furnish him with an electrotype of her, free, for the good of the cause. But perhaps the worthy doctor believes with Ruskin, that "the best art is not always wanted."





AYER'S ARC-DE-TRIOMPHE.

NOTES: WEST AND EAST.



HE man to see at the great Pabst Brewing Co., in Milwaukee, is Mr. George Yenowine, who is also publisher of the Yenowine News, a rather dainty affair

devoted to the adulation of the fair dames of Milwaukee, and the doings of society in the Foam City. Mr. Yenowine poses as a society editor of the first rank, and, in such a capacity, enjoys distinction in Wisconsin's gay capital. But his real character is that of a genuine farmer. Every little while he disappears, turning up always unexpectedly on a beautiful farm in the heart of the blue grass country of Kentucky. There he dons a pair of jeans, tucks his trousers in the top of his boots, and goes out to call the cattle home. As a society editor he is a fraud, a delusion, and an arrant counterfeit. Farmer Oatcakes of Lonelyville, Kentucky, he is a brilliant and conspicuous success.

* * *

Mr. Fred Pabst, the fame of whose



MF. PAEST.

product encircles the globe, is the leading spirit of Milwaukee. He puts up million dollar buildings for amusement, and every once in a while adds a new hotel to the city, so as to make it even more hospitable to the stranger than it is now. For many

years the light of Mr. Pabst was obscured, so to speak. The beer which he brewed and which brought him his wealth, but not fame,

was sold under the name of Philip Best. In one day, without previous notice, all this was changed. It was a dangerous experiment and might have meant complete ruin. It takes courage of a higher order to do this sort of thing, than to seek the bauble reputation at the cannon's mouth. Mr. Pabst is a great big warm-hearted German. When the Common Council wanted to charge the Grand Army Boys a dollar each to witness a show in the harbor during the last encampment in Milwaukee, Pabst would have nothing of the sort—they were the city's guests and should be treated as such. So he asked them all at his own expense, and it cost him the tidy little sum of twenty thousand dollars.

"A bottle of Milwaukee, please."

* * *

At the office of N. K. Fairbanks & Co. I met a tall, rather good looking man of about five and thirty. It was some time ere he recovered from the astonishment of beholding a man who had seen Chicago for the first time. Exactly what was passing in Mr. Raymond's mind would be hard to say, but he looked as if he had at last struck a real genuine human freak, and wanted to catch him before he got away. He got out in the middle of the stage and spoke his little piece about Cottolene with genuine oratorical eloquence. In fact I nearly bought a package when I got home as a result.

* * *

AT Jas. S. Kirk & Co. I met an advertising man who had never heard of ART IN ADVERTISING. Frank Siddall, another soap man, once told me the same thing, but then that wasn't very strange, for he lives in Philadelphia. But for a Chicago man, that made

me feel funny. At last I knew what it was to be a stranger in a strange country.

One of Kirk's great achievements is the erection of a monster chimney which proclaims to the world for miles around the fact that here is the home of Kirk's Universal Cleanser.

I NEXT saw Mr. Fulford, of the R. J. Gunning Co. He did not quite catch my name right and thought I was from some of the other advertising papers lately started, so he threw up his hands, saying, "Don't shoot! my money is in my left coat pocket!" Reassured by my prepossessing appearance, and my disclaimer of any intention to rob him, he allowed me to approach within speaking distance, and was covered with mortification when he realized his awkward mistake. Fulford is an accomplished young man whom it is a pleasure to meet.

Another man who would be an ornament to any city is Mr. Chas. F. Gunther, whose request to take some of his superlative candy to the loved ones at home, is on all the sign boards of the city. But Mr. Gunther is not alone to be esteemed for that. It is for his patriotism and his public spirit that I admire him most. He it was who organized the company that brought Libby prison to Chicago, and that will in time establish the most complete war museum outside of Washington. Already the relics there are of surpassing interest. In addition to this his collection of Shakesperiana is unrivalled, and betokens the taste of the cultured man and scholar. Mr. Gunther has, I believe, an original edition of the plays of the great poet, as they first saw the light of day.

AFTER going all the way to Minneapolis to see the Alphabetical Milling Co., I found the man to see right at home in the Produce Exchange. Mr. Wade looks something like the late General Logan, so far as mustaches are concerned. They are fierce, long, black and magnificent. He dreams of Galaxy and tries not to speak of it during the day lest the populace should suddenly discover its merits and make it impossible for him to supply the demand. Mr. Wade is a wide awake man and spends the time shouting between New York and Minneapolis.



"GOOD BYE, MY LOVE, COOD BYE."

From the wild and turgid West I sought the refinement and culture of the East. went up Vermaunt tew see some of the folks daown on the old farm, and the first stop I made was in Burlington.

Jones of Binghamton, take off your hat to Jones of Burlington.

Everybody knows the cultured dispenser of space at the office of the Wells & Richardson Drug Co. Mr. Jones is one of the voungest men in the business, and his home overlooks the beautiful waters of Lake Champlain; the tops of the Adirondacks are on the West, and the green hills of Vermont on Amid such romantic scenery, the wonder is not that Diamond Dyes are so popular, but that the colors can embrace







more shades than are reflected all around the office. Mr. Jones is also a poet, and claims that Tennyson wrote his rondeau "To Sleep! To Sleep!" after taking a bottle of Paine's Celery Compound.

* * *

MR. W. J. VAN PATTEN, the widely known secretary of the Company, is also a poet, and recently composed some lines on the discovery of Columbus in which Diamond Dyes are made to appear with telling effect. I tried to obtain a copy, and suggested that it be given to the world; but Mr. Van Patten is modest and could not be induced to print it even for private circulation. This is too bad; Mr. Van Patten ought not thus to hide his light under a bushel.

* * *

Mr. RICHARDSON, the Vice-President, is also a literateur, and is the author of that thrilling society novel "A New Dress for Ten Cents; or, Flora McFlimsey Annihilated," in which the heroine suffers tremendously, but is at last rescued from her impending fate by plunging into a tub of butter, colored by Wells & Richardson's Celebrated Butter Color. A writer in the New York Baloon says of this sterling work: "I never heard of anything to beat Richardson's Butter Color."

The Federated Association of Hard Working Cows notified all the butter makers recently that they adopted the following resolution:

Resolved: That Richardson's Butter Color is better than our own.



"Mary call the cattle home,

Call the cattle home, call the cattle

Mary call the cattle home [home,

Across the sands o' dee!"

BINDERS.

To keep your copies of ART IN ADVERTISING in good condition, and easy to refer to, send for a binder: 60 cents.

HISTORIC MOMENTS.

[In the announcements of the series of articles to appear in *Scribner's Magazine* under the above title, no mention is made of the following. It is left to us to record for the first time an event so fraught with historic interest.]

It was the good fortune of the writer to be present on an occasion of historic moment beside which the discovery of America, the burning of Chicago, or the first reading of one of Mr. McLennan's Canadian habitant stories in *Harper's* are petit pommes de terre.

In a certain well known office, on a certain well remembered afternoon, two men might have been observed in earnest conversation. From the expression of their faces it was evident that some matter of weighty import held their attention. Even a casual observer could not fail to have been impressed with the gravity of the situation.

"It is impossible," were the first words I heard. The speaker settled back in his chair and turned a cold, impassive gaze upon the other.

Never shall I forget that moment! Never the awful stillness which followed those inexorable words, the solemn silence in which all motion (including that for reconsideration), was suspended.

Then the other rose, calm and majestic—and gracefully assuming a come-to-bury-Cæsar, not-to-praise-him attitude, made reply—minutes passed—hours, days, months, years, it seemed, and still he talked on, and on, and on, and on, and on At last he paused, and a silence, (like the one before mentioned) again settled over everything, except the irrepressible Ansonia clock, whose ticking came to us like a murmur of subdued applause.

Once more he spoke, this time in a strangely altered voice, a soft, persuasive tone:

"You accept the terms?"

The other nodded assent. "Give me the paper," he whispered hoarsely.

A few quick scratches of the pen, and all was over. The victor took the newly signed sheet, placed it carefully in his inside coat pocket, smiled, bowed and withdrew.

I approached the other. He still breathed, though with difficulty.

"Who was it?" I cried.

The hapless victim roused himself with a visible effort.

- "Mix, of Scribner's," he mumured.
- "And the paper?"
- "A renewal of the Pears' Soap advertisement."

THE ART OF ADVERTISING.

By Uprez D' Buton.

THE principles of advertising, considered on its scientific side, are perpetual and universal. The applications of them, which constitute the art of advertising, vary according to time, place, and other circumstances. One rule of the art would seem to be what may be termed contemporaniety; that is, the casting of an advertisement conformably to the spirit and method of current literature.

When we examine into the matter, we see that epoch-making styles of advertisement owe their success to their timely conformity to contemporary methods and styles in literature. Thus, Wanamaker was the first to apply to the advertising columns that familiar style of expression which had already become fixed with reporters and even editorial writers on newspapers. So, too, "You press the button," etc., in its epigrammatic terseness—and there is nothing else in it, was an adaptation of the laconic style developed in the growing use of the expensive

telegraph cables as a means of communication. Many such cablegrams are quoted in the news articles and paragraphs, so that the style was already familiar to the public when Mr. Eastman caught the popular fancy by suddenly transferring it to the advertising columns. Then, the portrait advertisement -Douglas, the shoe man; Lydia Pinkham; the people cured of diseases; the infants reared on artificial food, etc., etc.—these have all followed and imitated the already established practice of newspapers to accompany their news literature by portraits of people prominent for the moment as subjectmatters of news. And so likewise with scenic and other objective news illustrations.

Could one anticipate what the next succeeding style or mode would be in current literature, he might make a hit as an advertiser by adopting the forthcoming style to his advertising, subject, however, to the risk of failure from being "too previous" with a public not attuned to the innovation. Twenty years ago, Wanamaker and Kodak styles would have been utter failures. Robert Bonner showed his practical sagacity when he attempted nothing radical in style, but suddenly expanded the single advertisement of his time into pages of repetition as a means of interesting the public. If he could have thought of the Wanamaker or Kodak style, it would not have done him any service. He was successful because he grasped at the right moment the right method.

It is generally understood that the two pretty daughters of Mr. James Epps, the wealthy cocoa manufacturer, will some day inherit papa's snug fortune. This lends color to the rumor that the suitors of these young ladies are in the habit of referring to them as "Grateful" and "Comforting."



SNAP SHOTS BY THE OFFICE KODAK.



At your service—the burglar in your silver closet.

JUMPING at a conclusion—the pup trying to catch his own tail.

PERHAPS the girl who "couldn't tell chicken from turkey" had never seen a chicken from Turkey. Who knows?

In its report of an arrest a Washington daily remarks that "the man was greatly injured by kicks received at the hands of the officer." A Washington policeman, in the act of kicking a man with both hands, must be rather a curious spectacle.

"Well, Mike, how did you come out of the election for alderman the other day?"

Mike (badly defeated and somewhat disfigured): "I guess I got all there was in it. The byes told me I had a fightin' chance to win, and begorra, I got that."

THE FISHING SEASON.

Boy: "Did yer ketch this big feller yerself, Johnny?"

Johnny: "Yep."

Boy: "Didn't yer father help to pull him out?"

Johnmy: "Nop. He only helped to pull me out."

THE following sign is displayed in a Salem grocery store:

" Quart Bowls
All Sizes.

9 cts. each

And all prices."

How about a quart bowl that holds three pints?

A SUCCESSFUL POINT.

I heard you congratulating Mr. Scribler on his short stories. What on earth do you find to admire about them?

Their shortness.

The shad-oh of a dream.

The one that has no bones.

E. L. Sylvester.

TWELVE IN ONE.

We mean the bound volumes of ART IN ADVERTISING. 12 numbers in neat cloth binding (price \$2.00), or send us 12 back numbers and \$1.00, and the book will be sent you post-paid. Volumes for 1890 and 1891 now ready.



ENGLISH ILLUSTRATED PAPERS.

By Fulkerson.

WONDER if we really do know so much more about illustrating in this country than they do in England. In common with most Americans I have always considered ourselves vastly ahead; and certainly our printing and engraving are superior. I was reminded of the subject by an

article in the Magazine of Art on "Illustrated Journalism," from which I have taken the liberty of reproducing an illustration by J. F. Sullivan, the author of the paper.

* * *

Not the smallest point in good illustrating must be the power of the pictures to interest. I believe we have in this country no paper which compares in the interest of its illustrations with the weekly Pall Mall Budget, of London. Technically the pictures in Harper's and Frank Leslie's are a thousand times better, but they have the air of being cut and dried, if I may so express myself, while the illustrations of the Pall Mall Budget are, so to speak, spontaneous, bright and contemporary. A wood engraving is unknown, an artist of fame rare, but the pictures are mighty interesting.

* * *

As Thackeray said of women, "Our wont is to despise 'em," we may say of the London Graphic, the Illustrated London News, and the newer paper, Black and White. They publish much poor work, no doubt; the News and Graphic are unattractive in make-up, though this can not be said of Black and White, but are they not really more comprehensive and more interesting for English readers in their illustrations than their American contemporaries? If some-

body with a mint of money, experience and energy, would start a big American illustrated weekly, the shaking up would do the business a lot of good. At least this is my belief.



AN UNPROMISING DRAWING TO PUT A JOKE TO.

(Drawn by J. F. Sullivan.)

Many artists drawing for comic papers are supplied with jokes to draw up to, or they send in drawings having no particular meaning to have jokes attached to them-a duty which is a fearful scourge to Black, the utility journalist of Waggery, for the editor himself does not like the work. Black often has a batch of "rubbings" of these works of art by him to contrive jokes to and his brain is gradually softening under the task. For instance, Snith, who believes himself strong on pigs, will have contributed a man standing by a pig, two men standing by a pig, a man standing by two pigs, and so forth. When Black cannot find any more jokes about a pig he makes one about a dog answer the purpose, as Smith's pigs can be made to do very well for dogs too.

-Magazine of Art.



THINGS RARE AND WELL DONE.

BLACKMER BROS. & Co., Chicago. A neat folder describing their stenographer's chair, with a pretty girl on the front page to show how it "rests the back."

J. F. Pease Furnace Co., Syracuse, N. Y. A well printed catalogue devoted to "Economy Heaters"—and the thermometer getting higher every day.

MR. C. H. ADAMS, of Allegan, Michigan, feels slighted because we did not insert his name in the May installment of the "List of General Advertisers." Here it is: Name, C. H. Adams; Business, Real Estate; Location, Peck Block, Allegan, Michigan.

WE have written the Wisconsin Agriculturist people several times that their lithographs are well done, and that they occupied a prominent position on our office walls. The consequence is, when the last lot of pictures came in, all the prominent positions were filled up, and the hanging committee was in despair, but we have built an extension, and everything is now serene. They are very good, especially the calendar.

THE Montreal Witness is authority for the statement that a Boston firm, which recently published a new edition of Walton's "Complete Angler," first issued more than two hundred years ago, has received a letter addressed to "Izaak Walton, Esq.," conveying the information that his book is attracting considerable attention, and requesting in behalf of a certain bureau of "press clipping" the privilege of sending to Mr. Walton notices of the book from the papers of the United States and Canada.

THE MAYFLOWER'S NEW BUILDING.



Mr. John Lewis Childs, publisher of the Mayflower, has just erected for that publication, at Floral Park (Long Island), N. Y., a handsome brick and iron building, fifty feet front by one hundred and fifty feet long.

The boiler and engine room is at the extreme rear; next to this is the press room, which is one story high, light being admitted through the roof, as well as through the side windows; and the offices and mailing rooms are in the two-story front portion of the building.

A siding is run from the main line of the Long Island Railroad so that paper is delivered from the cars directly into the press rooms, and papers ready for mailing can be loaded on the cars with the least possible handling.

Five presses, costing as high as \$10,000 each (besides several folding machines, cutting machines, etc.), are employed to print and bind the edition, which reaches about 300,000 copies a month; and about sixty people are regularly engaged on the work.

The Mayflower has subscribers in every post office in the United States and Canada.

It is rather late to speak of calendars, but the one issued by C. K. Alley is worthy of mention.

A LIST OF GENERAL ADVERTISERS.

THE following pages contain the third installment of a list of all the general advertisers in the United States. Perfection is not claimed, but it is the intention to include all advertisers who use general mediums as distinguished from local advertisers. Any addition or corrections, particularly as regards "The Man in Charge," will be thankfully received.

	MINNESOT	A.		
NAME.	BUSINESS.	ADDRESS.	PLACE.	MAN IN CHARGE
Ives, Lewis B., Lippincott, Miss C. H., McAllister, Pliny, Millers & M'frs Ins. Co., Minneapolis Business Union, Minneapolis Grain & Feed Co.,	Flour Commission Merchant, Flower Seeds, Games, Insurance, Grain Shippers,	27 Chamber Commerce, 323 Sixth St., 619 Nicollet Ave.,	Minneapolis, Minneapolis, Minneapolis, Minneapolis, Minneapolis,	E. R. Barber, Pres. F. H. Forbes, Sec.
National Commission Co., Northwestern Aid Association, Pillsbury, Washburn Flour Mills	Grain Shipping, Life Insurance, Fine Flour,	401 Wright Block,	Minneapolis, Minneapolis, Minneapolis,	Dr. J.F. Force, Sec. C. A. Pillsbury.
Co., Pye, James, Roebuck & Co., Russ-Jones Desk Co.,	Mill Furnisher, Finger Rings, Desks,	218 Third Ave., 319 Nicollet Ave., Guaranty Loan	Minneapolis, Minneapolis, Minneapolis,	·
Sanderson, S. F., Sawyer, A. J. & Co., Smith & Richardson, Stanowets & Schober, Stevens, W. I., Strong, J. B. & Co., Taylor, A. B.,	"Tuxedo Cream," Flour Commission Merchants, Diamond Iron Works, Phoenix Mills, Grain Shippers, "Circassian Bloom of Lilies," Shippers of Grain,	Building, 414 Corn Exchange 17 Chamber Commerce,	Minneapolis, Minneapolis, Minneapolis, Minneapolis, Minneapolis, Minneapolis,	
Twin City Iron Works, Van Dusen, Harrington Co.,	Iron Works, Flour Commission Merchants,	317 Eleventh Ave., 825 Guaranty Loan	Minneapolis. Minneapolis.	1
Western Loan & Investment Co., Western Millers' Mutual Fire Ins. Co., Wilford & Northway M'fg Co.,	Banking, Fire Insurance, Roller Mills,	Building, Com. Exchange, Opposite Chamber	Minneapolis. Minneapolis. Minneapolis.	, I
Woodworth, E. S. & Co., Novelty Co., California Land Co., Cincinnati Shoe Co., Electrine MTG Co., Lains, George H., Lovering, J. L. L.,	Grain Shippers, Bed Clothes Fastener, Real Estate, Shoes, "Inkoleum," "Nonpareil Velroi" Velvet Dress	Commerce, 389 Sibley St.,	Minneapolis. St. Anthony Park St. Paul. St. Paul. St. Paul. St. Paul. St. Paul.	,
Field, Mahler & Co., Hess, Miss J. D., May, L. L. & Co., D. D. Merrill & Co., Palace Furniture & Carpet Co., Schiffman, Dr. R., Smith & Farwell,	Fabric, Business College, Seeds, Books, Asthma Cure,	802 Pioneer Press Building.	St. Paul. St. Paul. St. Paul, St. Paul, St. Paul. St. Paul. St. Paul. St. Paul.	L. L. May.
Stack, J. L. & Co., Woodcock, W. F. A.,	Newspaper Advertising Agents, Watchmaking,		St. Paul, Winona.	J. L. Stack or C. E. Ellis.
	MISSISSIPI	PI.		
Biloyi Canning Co.,	Shrimps, Figs, &c.,		Biloye.	
	MISSOUR	I.		
NAME.	BUSINESS.	ADDRESS.	PLACE.	MAN IN CHARGE.
" Bee," The, " Elms," The, Dickson School of Shorthand,	Publication. Winter Resort, School,		Boonville, Excelsior Springs, Kansas City,	W. B. Dickson.

MISSOURI.

NAME.	BUSINESS.	ADDRESS.	PLACE.	MAN IN CHARGE.
Kansas City Star, Kirk, David B. & Co., U.S. Book Co., Vulcan Mrg Co., Gasconade, The, Stark Bros., Aloc, A. S. & Co., American Casualty Ins. Co., American Casualty Ins. Co., American Teachers' Bureau, Annan, Burg & Smith, Battle & Co., Dodds, T. W., M.D., Dodson-Hills Mrg Co.,	Newspaper, Flour Exporters, Flour Exporters, Publications, "Vulcan" Grates, Magnetic Water Bathing Resort, Fruit Trees, Surgical Instruments, Insurance, Shears, Knives, &c., Teachers' Agency, Flour and Grain Commission, Bromidia, Hygienic College, Pickles, Sauces, Catsups,	6th Ave., 19 Laclede B'ld'g. 2826 Wash'gt'n Ave.,	St. Louis,	A. S. Aloc. Huff & Smith. Ed. Hills and John W. Dodson.
Frey Stationery Co., Hall Chemical Co., Heidel M'fg Co., Home Circle, Home, F., Hunter Bros., Kruse, Dr., Kupferle, John C., Ladies' Art Co., Lohman, C. A., Ludlow, Saylor, Wire Co., Mckeel, C. H. & Co., Miller McCormick Co., Mayer Bros. Drug Co., Peacock Chemical Co., Planet Pub. Co. Pozzoni, J. A. Medicated Powder Co., Republic, The, Standard Stamp Co., St. Louis Magazine, St. Louis Stamping Co., St. Louis Wire Rack Co., Whitman Agricultural Co., Western Mail Co., Western Mail Co., Western Mange Co., Wrought Iron Range Co.,	Improved Ledger, Toilet Articles, Cold Handle Sod Irons, Publication, Books, Flour and Grain Commissioners, Remedies, "Eclipse" Lawn Sprinkler, Silk and Plush Novelties, Music, Art Metal Work, Fire Arms, Stamp & Publishing Co., Stamps, "Serosine" Chemical Works, Bromides, Publications, Pozzoni Complexion Powder, Paper, Stamps, Playing Cards, Publication, Granite Iron Ware, Wire Paper Holders, Farm Machines, Agents' Directory, Silks, Stoves,	Box 7351, 2848 Arsenal St., Box 584, 1011 Locust St., Emilie Building, Box 7192, 1122 Pine St., 925 La Salle St., 2322 Albion Place, 901 Olive St., 8th & Clark Ave.,	St. Louis, St. Louis.	E. C. Meacham. Sam'l Moffitt. C. W. Knapp. Louis and Henry Flachskamm. F. G. Niedring-haus.
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Great Northern R. R., De Lacy, William, Steele & Clements,	Railroad, Banking, Bankers,		Great Falls, Helena. Helena.	J. Bookevaller.
	NEBRASK	A.		
Kees, F. D., Cudahy Packing Co., Humphrey, S. K	Flower Stands, Rex Beef Extract, Passenger Elevators,		Beatrice. Omaha. Omaha.	•
	NEW HAMPS	HIRE.		
Wadleigh, F. R., Goodell Co., Wheelock, M. B. & Co., Ellis Bros., Impervious Package Co., Phillips, Mrs. F. E., Kingwood Sterilized Milk, Germania, Hall, K. B., White Mt. Freezer Co., Low, Geo. Q. & Co., Pike M'fg Co., Hutchinson, J. H.	Rheumatic Cure, Acme Can Opener, Hawthorne Hotel, Rare Plants, Oil Cans, Infants' Wardrobes, Milk, Fortnightly Magazine, Vegetable Sicilian Hair Renewer, Ice Cream Freezer, Instruments, Oil Stoves, Old Constitution Souvenir Spoon,	P. O. Box 151.	Alton. Antrim. Franconia. Keene. Keene. Kingston. Manchester. Nashua. Nashua. North Epping. Pike Station. Portsmouth.	

NEW JERSEY.

NAME.	BUSINESS.	ADDRESS.	PLACE.	MAN IN CHARGE.
Garside, Wm. Briggs, M.D.,	Sanatorium,	715 Pacific Ave.,	Atlantic City.	
Green, W. W.,	Hotel Traymore,	1	Atlantic City.	
Bulb Growers' Ass.,	Bulbs,		Bayonne.	
Eustis M'f'g Co.,	Puritan Cooker,	50th St.,	Bayonne.	1
Brakeley, A.,	Condensed Mince Meat,	· I	Bordentown.	
Sturtevant, E. D.,	Water Lilies,	L	Bordentown.	Į.
Birch, J. H.,	Carriages and Harness,	T	Burlington.	1
Apgar Oakley,	Peach Trees,	Box 217,	Califon.	
Anderson Preserving Co.,	Condensed Mince Meat,	110 31	Camden.	
Applegate Electric Floor Mat,	Floor Mats, Tomato Ketchup,	110 North 7th St.,	Camden. Camden.	
Campbell, Joseph & Co.,	Steam Launches,		Camden.	
Clay & Forbenson, Fay, W. H. & Co.,	Manilla Roofing,		Camden.	
Ofeldt, F. W.,	Improved Launches,	Jersey Ave.,	Communipaw,	Ellis R. Meeker.
Leida, A.,	Cornish, India Game Fowls,		Delaware.	, Imile III Meckers
Sturtevant, C.	Music.	Box 722,	Frenchtown.	l
Bergen Co. Democrat,	Newspaper,	20.3 122,	Hackensack,	H. D. Winton.
Black, Jos. H. Son & Co.,	Fruit Trees,		Hightstown.	
Woodman, Joel H.,	Veneer Seatings,	15th & Clinton Sts.,		i
Briggs & Co.,	Patent Transfer Patterns,	Box 3,	Irvington.	
Clinton Stamping Co.,	Stamping Outfits,		Irvington.	
Walker, Joseph,	Patent Transfer Papers,		Irvington.	1
Arizona Medicine Co.,	Remedies,	l .	Jersey City.	1
Brown, O. P., Dr.,	" Tissue Builder" Toilet Article,	47 Grand St.,	Jersey City.	
Dixon, Joseph Crucible Co.,	Graphite Paints,		Jersey City,	C. E. Long.
East India Co.,	Remedies,		Jersey City.	
Evening Journal,	Newspaper,		Jersey City.	
Holly Watch Co.,	Watches,	'	Jersey City.	T.
King, A. R. M'fg Co.,	Embossing Presses,	11th and Eric Sts.,	Jersey City.	
Lorillard, P. Co.,	Tobacco,	1	Jersey City,	Mr. Bullard.
Yates, George, Cate, H. J., M.D., Lemarie, E. M.,	Remedies,		Jersey City.	1
Cate, H. J., M.D.,	Sanatarium, "Silk Pieces for Premiums,"	1	Lakewood,	1
Lemarie, E. M., Lovett, J. T. & Co.,	Rumson and Monarch Nurseries,	1	Little Ferry. Little Silver.	ı
Essex Specific Co.,	Toilet Articles,	Box 733,	Montclair,	
Williams, W. B.,	"Pain Cure,"	DOX 136).	Montclair.	
Rogers, Isaac C.,	Shrubs and Trees,	1	Moorestown.	
-	·	Chestnut and Van		
Celluloid Varnish Co.,	Varuish,	Buren Sts.,	Newark.	
Coleman Business College,	College,		Newark,	H. Coleman.
Duncan, C. W.,	" Quick Headache Cure,"	1	Newark.	
Franklin, Charles F.,	Pianos,	1	Newark.	1
Hanson & Van Winkle Co.,	Electro Plating,		Newark.	i
Kerr Thread Co.,	Thread,	I	E. Newark.	
Murphy Varnish Co.,	Varnish,		Newark,	Franklin Murphy
Osborne, II. F.,	Meat Juice Presses,	34.35 1 1 0	Newark.	1
Phoenix Mfg Co.,	Lamp Burners,	21 Mechanic St.,	Newark.	i
Pomeroy Brothers,	Ink and Mucilage,	4	Newark. Newark.	L
Stone M'f'g Co., Williamson, C. T. Wire Novelty	Dumb Waiters,	1	Newark.	
Co.,	Power Cork Screws,	1	Newark.	1
Day, James,	Cigar Holders,	1	New Market.	1
Spaulding, T. H.,	Seedsman,		Orange.	
Parry, Wm.,	Nut Trees,	1	Parry.	1
Jones, E. J., M.D.,	Specialist,	55 River St.,	Patterson.	1
McTear, William G.,	Chrysanthemums,		Princeton.	
Pitcher & Manda,	Seeds and Plants,	ł	Short Hills,	1
Van Court Inn,	Hotel,	;	Roselle.	1
Buckthorne Fence Co.,	Fences,		Trenton.	1
Montanye, Edward D.,	Dupuy School,	i	Trenton.	
Trenton China Co.,		į	Trenton.	
Baker House,	Health Resort,		Vineland.	
Daggett, W. A. & Co., Hawley, J. S., M.D.,	Self-Basting Roasting Pan,	1	Vineland.	
Hawley, J. S., M.D.,	Pepsine,		Vineland,	1
Smead, E.,	Agents' Agency,		Vineland,	
Beatty, Daniel F.,	Pianos and Organs,	W Co	Washington.	
Beethoven Organ Co.,	Organs, Organs,	Warren Co., Pox A,	Washington, Washington,	
Cornish & Co.,				

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Capara, Thomas J.,	Landscape Gardener,	Eddy.	
·			-

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Martin & Co.,	Signs,	⊦ Box 3,	Adams. Albany,	Chas. E. Gantz.
Albany Evening Journal, Beverwyck Kennels,	Evening Newspaper, Fox Terriers,	P. O. Box 676,	Albany,	Chas. E. Gamz.
De Potter, A.,	European and Oriental Tours,	i	Albany.	
Evening Express, Ford Pub. Co.,	Evening Paper, Parlor Games,		Albany, Albany.	John A. Lindsay.
Jackson Bros.,	Drain Tiles,	88 Third Ave.,	Albany.	
Hardman & Gray,	Pianos,	543 Broadway,	Albany.	J. J. Lochner.
Lochner, J. J., Jr., Novelty Knitting Co.,	Architect, Knit Goods,		Albany, Albany,	
Novelty Knitting Co., Paper, A. P. W. Co.,	Toilet Paper,	1	Albany,	Mr. Wheeler.
Rancour Hair Remedy Co.,	Quinine Tonic,	9 & 11 N. Pearl St., 2nd Ave. & Feek-	Albany.	
Stephenson, J. F.,	Lamp Wick Trimmers,	man St.,	Albany.	
Sutliff, J. H., Astoria Nurseries,	Duplex Pass Books, Bulbs & Plants,		Albany. Astoria	!
Ward, Allen W.,	Publisher,	Box 500.	Avon.	
Ward, Allen W., Ward, Mrs. A. D.,	Toilet Articles,	Box 2,	Avon.	
Mortimer, James, Francklyn M'f'g Co.,	Westminster Kennel Club, Crayons,		Babylon, Batavia	James Mortimer.
Richardson M'f'g Co.,	Baking Tins.		Bath.	
Binghamton Wire Goods Co.,	Staples and Double Tacks,		Dis. 1 4	
Ireland-Benedict Co. L't'd, "Jones of Binghamton,	New Model Crandall's Typewriter, Scales,	1	Binghamton, Binghamton,	Gen. Ed. T. Jones.
Osgood & Thompson,	¹ Scales,		Binghamton.	
Sturtevant-Larrabee Co., Acme Chemical Co.,	Carriages,	55 Greenpoint Ave.,	Binghamton.	ì
Adams & Son,	Specialties, Chewing Gum,	55 Oreenpoint Ave.,	Binghamton. Brooklyn.	
Bainbridge, Chas. T. Sons.	Stationery,	12 Comberland St.,	Brooklyn.	
Birch, John S. Co., Béné, John, Bliss, E. W. (L't'd),	Knife and Pencil Cases, Mfg Chemist,	77 Washington St., 645 Pacific St.,	Brooklyn. Brooklyn.	İ
Bliss, E. W. (L't'd),	Machinery,	12 Adams St.,	Brooklyn.	
Brooklyn Life Pub. Co.,	"Brooklyn Life,"	199 Montague St.,	Brooklyn,	Mr. McKay.
Bryant, Wm. C. & Co., Columbia Chemical Co.,	Publishers, Household Ammonia,	24 Broadway,	Brooklyn. Brooklyn,	Mr. Weed.
Cook, Burton H. Co.,	Ash Sifters,	941 Fulton St.,	Brooklyn.	1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2
Empire China Works, Higgins, Charles M.,	Hard Porcelain, Drawing Inks.	Greenpoint, 8th St. near 3d Ave	Brooklyn. Brooklyn.	
Jones, Edwin,	Tours to Europe,	462 Putnam Ave.,	Brooklyn.	
Kiffe, H. H.,	Guns,	318 Fulton St.,	Brooklyn,	
Koenig's Roll Chicory, Loeser, Frederick & Co.,	Essence of Coffee, Dry Goods,	186 Union Ave., Fulton St.,	Brooklyn. Brooklyn.	
Lowery, Lunt, T. & Co.,	Plating.	252 Bergen St.,	Brooklyn.	
Lunt, T. & Co.,	Booksellers,	188 Fulton St.,	Brooklyn.	
Marsters, J. F.,	Sporting Goods,	51 Court St., Broadway & Bed-	Brooklyn.	
McKeon, John S.,	Clothier,	ford Ave.,	Brooklyn.	•
N. Y. Stamping Co., Palmer Mfg Co., Parsons, C. C.,	Empire Steel Cooking Utensils, Metal Ceilings,	11th & Berry Sts., 66 Water St.,	Brooklyn. Brooklyn.	1
Parsons, C. C.,	Household Ammonia,	199 Water St.,	Brooklyn.	
Phoenix Fire Insurance Co.,	Insurance,		Brooklyn.	
Rome Bros., Riker Electric Motor Co.,	Steam Printing, Dynamos & Motors.	76 Myrtle Ave., 45 York St.,	Brooklyn. Brooklyn.	
Streightz, A. W.,	Dynamos & Motors, Brass and White Metal,	37 Lorimer St.,	Brooklyn.	
Suter, John R., Tanqueray Portrait Society,	Newsdealer and Stationer, Crayon Portraits,	188 Fulton St., 741 Dekalb Ave.,	Brooklyn. Brooklyn.	
Thompson & Morris Co.,	Mailing Cards.	10 Prince St.,	Brooklyn.	
Thompson & Morris Co., Wagner, Wm. C., Walbridge, J. H.,	Mailing Cards, "Infant Food,"		Brooklyn.	
Walbridge, J. H., Chantauqua Office,	Stationer's Sundries, Chautauqua Reading Circle,	345 Classon Ave., Drawer 194,	Brooklyn. Buffalo.	
Bryant & Stratton,	Business College,	171awet 154,	Buffalo.	
Buffalo Specialty Co.,	Rapid Harness Menders,		Buffalo.	
Eric Medical Co., Eric Preserving Co.,	Medicines, Canned Goods,		Butfalo. Butfalo.	
Glenny Sons & Co., Grand Central Novelty Co.,	Chateigna Spoons,		Buffalo.	
Grand Central Novelty Co., Hayes, Harold, M.D.,	Agents' Outfits, "Asthma Cure,"		Buffalo. Buffalo.	
Hubbard & Co.,	"Headache Cure,"		Buffalo.	
Jewell, John C.,	Household Utensils,		Buffalo.	
Larkin, J. D., Nove M'fg Co.	Sweet Home Soap—Piano Lamps, Bolting Silk,		Buffalo. Buffalo.	
Larkin, J. D., Noye M'f g Co., Pierce, Dr. R. V.,	World's Dispensary,		Buffalo,	Dr. R. S. Pierce.
Pierce Steam Heating Co	Steam Heaters,		Buttalo.	
Prentice, Wm. H., Reed, Mrs. J. H.,	Decorator, Hair Goods,	459 Main St.,	Buffalo, Buffalo,	
Shephard Hardware Co.,	Lightning Ice Cream Freezers.	,	Buffalo.	
Stoddard, George N.,	"Catarrh Cure," Patent Med.,	1226 Niagara St.,	Buffalo,	
Comstock, Miss C. A.,	School,	I i	Canandagu a.	1

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NAME.	BUSINESS.	ADDRESS.	PLACE.	MAN IN CHARGE,
Imperial Packing Co., Pettit M'fg Co.,	" Beech Nut" Hams and Bacon,	1	Canajoharie.	
Pettit M'f'g Co.,	Cough Drops,		Canajoharie.	
Rushton, J. H., Lewis, P. C. M'fg Co., Fanciers' Review, Vincent, F. P.,	Pleasure Boats, Spraying Outfit,		Canton. Catskill.	
Fanciers' Review.	Publication,		Chatham.	
Vincent. F. P	Stamps,	1	Chatham.	
Benedict, A. G.,	Seminary,	1	Clinton.	
kinch krank	Seedsman,		Clyde.	
Peck, A. G. & Co.,	Axes and Hatchets,		Cohoes,	
Peck, A. G. & Co., Truesdell, T. B., Cortlandt Corset M'f'g Co.,	Pickles, Electro Magnetic Corsets,		Cold Spring. Cortlandt.	
Dick, Wm. H.,	Shoes.		Dansville.	
Jackson, Arthur J.,	Sanatorium,	Livingston Co.,	Dansville.	Dr. Jackson.
Jackson, Arthur J., Tricker, Wm., Elmira R'y Chair Co., Payne, B. W. & Sons,	Plants and Seeds,		Dongan Hills,	
Elmira R'y Chair Co.,	Railway Seats,		Elmira.	
Payne, B. W. & Sons,	Boilers and Engines,	Drawer 56,	Elmira. Elmira.	
Peerless Dyes,	" Triumph Snap,"		Farmer Village.	
Childs. John Lewis.	Seeds and Plants,		Floral Park.	
Covert, E. M'fg Co., Childs. John Lewis, Fuller, F. Roscoe & Co.,	Seeds,			
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Forestville Canning Co.,	Canned Goods,	Chautauqua Co.,	Forestville.	
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Fulton Pleasure Boat Co.,	Yachts,		Fulton.	
New Urbana Wine Co.,	Sparkling Wine,		Hammondsport.	
Foster, H. W. & Co.,	Nurserymen,	Box M,	Geneva,	
Hammond, J., Herenden M'f'g Co.,	Nurseryman,		Geneva.	
Herenden M'f'g Co.,	Furman Boilers.	17 Reid St.,	Geneva.	
M'frs Accident Indemnity Ins.	Insurance,		Geneva,	Wm. D. Chase
Co., N. V. Cantral Iron Works Co.	Dunning Wrought Iron Boiler,	85 Exchange St.,	Geneva,	
N. Y. Central Iron Works Co., Whiting, H. M.,	Pear and Plum Trees,	Go Exchange ou,	Geneva.	
Whiteman, F.,	Telegraphy Taught,	1	Ghent.	
Autophone Co.,	Roller Organs,	i	Ithaca.	
Williams Brothers,	Well Drilling Machinery,		Ithaca.	
Hutchinson, John C.,	Gloves,	1	Johnstown.	
Peckham Motor Truck & Wheel Co	Railway Supplies,	1	Kingston.	
Thompson M'f'g Co.,	Dauber Brushes for Blacking,		Lansingburgh,	O. F. Woodward
Kemp's Balsam, Cataraugus Cutlery Co.,	Cough Cure and Lane's Medicine,	1	Le Roy, Little Valley,	
Cataraugus Cutlery Co.,	Cutlery,		Little Valley,	Tiras C. Hall.
Empire M'f'g Co.,	Trusses-Elastic Bandages,		Lockport.	
Field Force Pump Co.,	Spraying Pumps,		Lockport. Lockport.	
Marshall, C. E., Scoville, E. U.,	Self-Threading Sewing Needles, Patent Oil and Molasses Gate,		Manlius.	
	School,		Manlius,	LtCol. Wm.Ver-
St. John's Military School,	senoor,		Manines,	beck.
Wheeler, Madden & Clemson M'fg Co.,	Saws,		Middletown.	
Sinclair, F. A.,	Common Sense Chairs,	Onondaga Co.,	Mottville,	F. A. Sinclair.
Caldwell Lawn Mower Co.,	Lawn Mowers and Rakes,	, and a second	Newburgh.	
Siebrecht & Wadley,	Nurseries,	i	New Rochelle.	
	NEW YORK	CITY.		
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Abbott, Henry & Co.,	Watches,	14 Maiden Lane.		
Accurate Time Stamp Co.,	Automatic Stamping,	675 Hudson St.		
Acme Stationery & Paper Co.,	Stationery,	59 Duane St.,	Į .	J. F. Hackle.
Adamant Mfg Co., "Advance Thought,"	Publication,	Bennett B'ld'g.		Mark M.Pomeroy
Advance Thought, Aeolian Co.,		World B'ld'g, 18 West 23rd St.,		Mr. Tremaine.
Aerated Oxygen Co	Pianos, Remedy for Diseased Lungs,	19 Beekman St.		
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Agüero, J.,	Cuban Cigars,	50 Fulton St.		
A. H. M. Co.,	Watches, Doubled and	259 Greene St.		
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Albro, E. D. & Co., Alexander, Barney & Chapin,	Fret Saw or Bracket Woods, Electrical Supplies,	20 Cortlandt St.,	İ	Mr. Alexander.
Alford & Lucas.	Printers and Engravers,	73 Nassau St.		
Allcock's Porous Plaster Co.,	Porous Plasters,	274 Canal St.		
Allen, Henry G., Alley Press,	Publishers,	739 Broadway.		~ **
Alley Press,	Printing,	1 22d St. & 2nd Ave.,		C. K. Alley.
American Belgian Lamp Co	Lamps,	31 Barclay St. B'way & 10th St.,		J. A. Greene.
American Book Co.,	School Books, Pencils—Fountain Pens,	77 Beekman St.		o, A. Greene.
American Lead Pencil Co., American Milk & Kumyss Co.,	Invalid's Food,	8 Horatio St.		
		39 Chambers St.,		E. F. Carr.
American News Co., American Remedy Co.,	Books. Remedies,	92 John St.,		Matthew Griffen.

NEW YORK.

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Anchor Post Co.,	Fence Posts,	59 West 42nd St.		
Anderson, Geo. W., Andrews M'fg Co., Anglo Swiss Condensed Milk Co.,	Stationer, Gloves and School Supplies,	74 Figh 1-0		'
Angle Swiss Condensed Milk Co	Canned Milk,	74 Fifth Ave. 82 Hudson St.		
Anthony, E. H. & Co.,	Cameras,	591 Broadway.		
Appleton, D. & Co.,	Publishers,	1-3-5 Bond St		Mr. Leandlin.
Architectural & B'ld'g Monthly,	Trade Paper,	115 Broadway,		Ripley Hitchcock
Arkell Weekly Co.,	Publishers,	110 Fifth Ave.,		Willett F. Cook of Judge, W. F Miller, of W'kly
Arnold & Constable,	Dry Goods,	B'way & 19th St.		!
Art Amateur, The,	Art Magazine,	Union Square,		Mrs. Redding.
Art Interchange Co.,	Art Paper,	Desbrosses St.,		Montague Marks
Art Lithographic Pub. Co.,	Lithographs, Hair Tonic,	106 Duane St. 95 Broadway.		1.
Arthur Chemical Co., Ascher, Philip & Co., Atlantic Mutual Ins. Co.,	M'f'g Stationers,	17 Rose St.		
tlantic Mutual Ins. Co.,	Insurance,	51 Wall St.,		J. D. Jones.
Ausable Horse Nails.	Horse Nails,	4 Warren St.		
Avery, J. F. Rev., Ayers, Harriet Hubbard,	Magazine,	1 Henry St.		
lyers, Harriet Hubbard,	Recamier Cream,	305 Fifth Ave.,		Mrs. Ayer.
Babyhood Pub. Co.,	Magazine, Newspaper Syndicate,	5 Beekman St.		Mr. St. John.
Bacheller & Johnson, Bainbridge & Co.,	Wholesale Stationers,	Tribune B'ld'g,		Mr. St. Jonn.
Baird. Dr	"Dr. Baird's Granules,"	68 West 106th St.		
Baird, Dr., Ballard, Stephen Rubber Co., Ball Pointed Pens	Rubber Goods,	123 Chambers St.		
	American News Co	Chambers St.,		E. F. Carr.
Barbour Brothers Co.,	Flax Thread, Barry's Tricopherous,			
Barclay & Co.,	Barry's Tricopherous,	44 Stone St.		
Bardsley,	Spring Hinges,	149 Baxter St. 751 Broadway.		
Barnes, A. S. & Co., Barton M'f'g Co.,	Publishers, Rubber Stamps,	318 Broadway.		
Bates, J. H.,	Publishers' Adv. Agency,	38 Park Row,		Lyman D. Morse.
Beecham Pills,	Remedy,	38 Park Row		Lyman D. Morse.
Relichambers, R. T.,	Hair Goods,	317 6th Ave.		_,
Sell, R. M. & Co.,	Asthma Cure,			
Bell, R. M. & Co., Bell Telephone Co.	Dana Danka and MOG	771 Daniel Barrer		
Benjamin, Wm. Evarts, Belford, Clark & Co.,	Rare Books and MSS., Publishers,	751 Broadway. 384 Broadway.		
Bensinger, C. & Co.,	Manifold Copying Devices,	15 Dey St.		
Benson.	Fine Clothing,	60 East 14th St.		
Benson, Bergen, Garrett,	Tomato Ketchup,	472 Greenwich St.		
sestat Co	Lilliputian Bazaar,	60 West 23d St.,		Albert Best.
Bindsell, H. F., Bishop Gutta Percha Co.,	Furrier,	861 Broadway.		
lishop Gutta Percha Co.,	Gutta Percha Co.,	420 East 25th St.		
Bishop, William,	Plumbing, Flour and Grain Commission Mer-	210 South St.		
Blackman, J. J. & Co.,	chants,	37 Water St.		
Blair's Pills,	Remedy Gout and Rheumatism,	224 William St.		
Blind Luck,	Puzzles,	Box 2846.		
Blondeau et Cie,	Toilet Soap (Vinolia),	469 Greenwich St.		
Bloomingdale Bros.,	Dry Goods,	3d Ave & 59th St.,		M. J. Shaugnessy.
Blosser, Ďr. J. W.,	Catarrhal Fumigant,	198 Broadway.		
Bogart, A. L., Bogart, J. F.,	Circuit Batteries, Rival Fountain Pen.	22 Union Sq.		i .
		Cor. William and		N- F C C
Sonner. Robert Sons,	Publishers N. Y. Ledger,	Spruce Sts.,		Mr. E. C. Cone.
oerum & Pease,	Blank Books,	30 Reade St.,		W. D. Boerum.
lorden & Lovell,	Steel, Iron and Wire Nails,	70 West St.		
radley & Hubbard M'f'g Co.,	Lamps, Trade Journal,	Barclay St. 279 Broadway.		1
rainerd & Armstrong Co.,	Embroidery Silk,	625 Broadway.		i
ramuller Company,	Pianos.	542 West 40th St.		
remer I	Dog Collars, Publications,	44 Duane St.		1
rentano, ride, J. & Co., ride, Mrs. F., ridgeman, A. & Co.,		Fifth Ave. & 19th St.		
ride, J. & Co.,	Lamp Burners,	122 Nassau St.		
ride, Mrs. F.,	Infants' Wardrobe Patterns,	Box 2033.		A Daid
ridgeman, A. & Co., ridgeport Gem Implement Co.,	Corsets and Braces, Guns,	373 Broadway, 313½ Broadway.		A. Bridgeman.
rietenback. M. J.	Peptonates,	61 Bowery.		
rietenback, M. J., britt, Dr. L. P.,	Britt's Automatic Bit,	37 College Place.		
rower bros	Office Stationery,	293 Broadway.		
rooklyn Railway Supply Co.,	Railway Supplies,	123 Chambers St.		
rown Brothers & Co	Bankers,	59 Wall St.		
Frown, H. C., Frummell,	Photo-Engravings,	80 Fifth Ave.		
rummen,	"Celebrated Cough Drops," Publishers,	757 Broadway.		
Bryan, Taylor & Co., Bryant Business College,	I divisions,	101 East 23d St.		1
Bryant School,	Stammering Cure,	9 West 14th St.		
		OUT LI 1,-11		1



"The Most Widely Quoted Paper in the Country is

Kate Field's Washington."

Write for Advertising Rates.

39 Corcoran Bldg., Washington, D. C.

Circulation 127,262. Union Gospel News

Goes to EVERY State in Union

Undenominational Weekly. THE GOSPEL NEWS CO., CLEVELAND, OHIO.

EASTERN OFFICE ! 52 TRIBUNE BLDG., N. Y.

DO YOU WANT AGENTS? I have sent, so far, to 35,000 Post Offices for the names of Agents for my own use. Send for particulars. E. SMEAD, Vineland, N. J.



A SAD STORY. My husband failed because he didn't advertise! I am the most miserable of women. We are ruined. There are thousands of good mediums—money is made on every hand. Oh husband! why didn't

you advertise in that great medium, THE AMERICAN SCHOOL BOARD JOURNAL CHICAGO. Circulation National.



RACINE, WIS.

Semi-Monthly, Proved by P. O. Receipts. 32.000 copies.

The issues of June 15th, July 1st and 15th, will be 44,000 each, without any increase in rates. 20 cents per agate line.

Send order through your agent, or to

THOMAS H. CHILD,

MANAGER,

NEW YORK OFFICE. - 193 TIMES BUILDING

A RARE BOOK FOR MEN.

MAILED SECURE. P. O. Box 108.

CENTS SILVER Or Six 2 Cent Stamps.

NEW HAVEN, CONN.

Dodd's Advertising Agency. Boston,

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.

LOW ESTIMATES.

World Buil'g City.

THE SPLENDID FOURTH OF JULY NUMBER

THE NEW YORK LEDGER With Resutiful Illuminated Cover, and containing the

With Beautiful Illuminated Cover, and containing the commencement of a new serial story by Col. Thomas W. Knox, the well-known author and traveller, entitled "Siberian Exiles;" "The Yellow Flag," a novelette by J. H. Connelly; "Bravery of a Child," an historical sketch by General Capehart; an illustrated poem "Arnold at Quebec," by George Reimensnyder, "Origin of Our Flag," by D. Biddell, and a large quantity of interesting and patriotic matter, in addition to the regular departments, will go to press on Saturday, June 11th.

Advertising Manager, Cor. Spruce and William Streets, New York City.

Send to us for prices of Electrotypes

All the Cuts in Art in Advertising are for Sale

Art in Advertising Co.

HOME-MAKER MAGAZINE: new management; the only organ of the "Woman's Federated Clubs," the strongest organization of influential women known. Send for 36 Union Square, N. Y. copy the new HOME-MAKER and advertising rates.





The Agricultural Monthly of Largest Circulation West of the Alleghenies.

Proved by Post Office receipts.

80,000 EVERY MONTH!!

RATES REASONABLE AND RIGID.

New York Office, Times B'ld'g. THOMAS H. CHILD, Manager.

WHEN IN DOUBT USE SCRIBNER'S

Have you Anything

for Women and Men?

At this time 335,000 of them are subscribers to

THE HOME MAGAZINE,

conducted by Mrs. John A. Logan, Washington, D. C.

A Book

that ought to be in the library of every man interested in advertising. It contains ten bright, pithy papers on newspaper advertising—one of the best being an article by Mr. M. M. Gillam, the accomplished advertising writer for John Wanamaker, in which the "Wanamaker Advertising Idea" is clearly set forth and explained. The price of this little book is 50 cents.

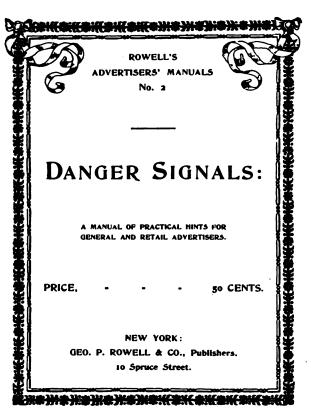
A dollar will pay for Manual No. 1 and Manual No. 2.

Geo. P. Rowell & Co.'s Publications.

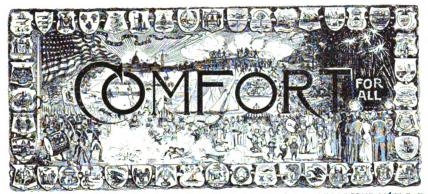
Printers' Ink (a weekly journal for advertisers) discusses in a bright and practical way topics of interest to general and retail advertisers. It is not a large paper. Its small, condensed form, is its special feature. Price \$1.

American Newspaper Directory.

The standard catalogue of newspapers in the United States and Canadas. The price is \$5, which includes a paid subscription to PRINTERS' INK.

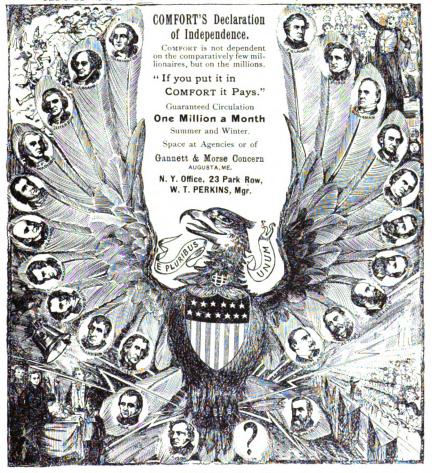




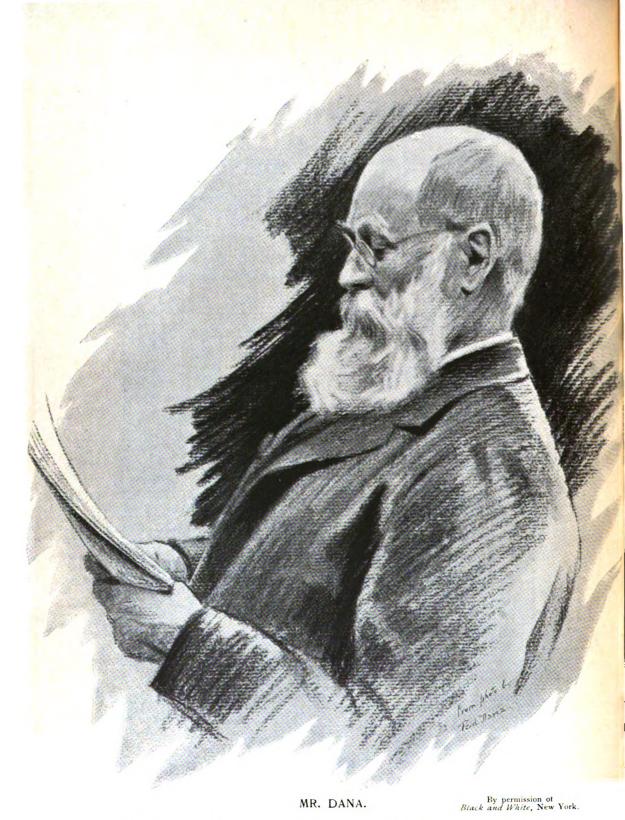


VOLUME 4 Nº9 DEVOTED TO ART LITERATURE SCIENCE, AND THE HORIL CIRCLE MN 45 PRICE 25 THEY EAR

PUBLISHED AND CODVARIATED — JULY 1892 — BY MORSE & CO AUGUSTA ME



Fac-simile reproduction of COMFORT'S great Fourth of July number. COMFORT is growing faster than the country. "If you put it in COMFORT it Pays."



Forms Close July 1st.

FOR THE SEPTEMBER

Over 600,000 proved

EDITION OF

The Mayflower,

FLORAL PARK, N. Y.

This number will have handsome lithographed covers, many fine wood-cut illustrations, and two beautiful colored plates.

Only first class business desired.

GUNNING'S WORLD'S FAIR BULLETINS.

25

of these

FORCIBLE,

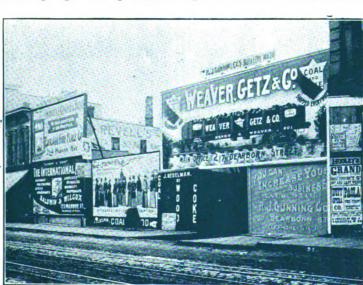
DISPLAYS

Averaging

50,000

Readers

A Day



Will

REACH

and

HOLD

all

CHICAGO.

THE
R. J. GUNNING
CO.,
Advertisers,

Gnnning B'ld'g, CHICAGO.

A MILLION READERS A DAY.

A Book of Pictures

is what the bound volume of ART IN ADVERTISING may be fairly called. It contains 392 pages, is printed throughout on the best coated paper, and has among other things

- 85 Portraits of Interesting People,
 - 5 Double-page Cartoons,
 - 9 Full-page Drawings,
- 69 Suggestive Illustrations,
- 84 Sample Advertisements-French, German and English.

252 Total.

These cuts are for sale at very reasonable rates, from \$1.00 to \$7.00. The cover designs will make very good catalogue covers, and the small cuts would be first-rate eye-catchers for advertisements.

The bound volumes contain all the pictures we have to sell.

Price \$2.00;

or \$1.00 if you send back 12 numbers.

ART IN ADVERTISING CO.,

80 Fifth Avenue, New York City.

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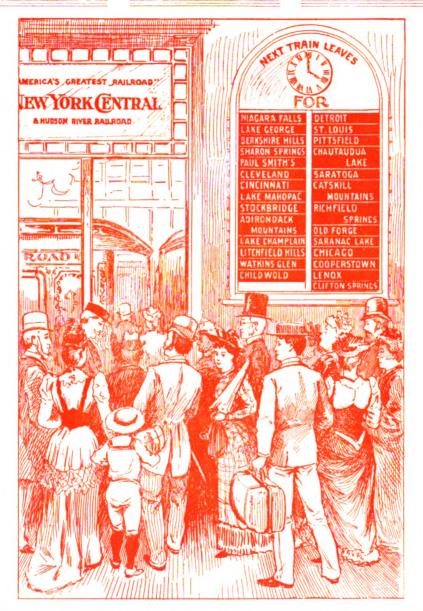
Midsummer Humber

Hugust, 1892

Art in Advertising



The Press, The Pulpit, The People.



GOING OUR WAY.

Our through cars reach the great health and pleasure resorts as well as the principal commercial centres of America. For a new

\$600.00 map of "America's Great Resorts." send a two-cent stamp to George H. Daniels, General Passenger Agent, Grand Central Station, New York.



Entered at the Post Office at New York as second-class matter.

VOL. V. AUGUST, 1892 No. 6.



FURTHER CONTRIBUTIONS SOLICITED.

MAUD: "Excuse me, dear, for interrupting you; but are you very busy?"

ALICE: "No, darling; I have just finished. I have been writing for ART IN ADVERTISING."

MAUD: "Oh! you clever girl! I didn't know you wrote for the papers. Have you written much?"

ALICE: "No, just a line: 'Enclosed find one dollar for a year's subscription.' That's all."

(P. S .- That's enough: who's next?)

A WOMAN'S VIEW.

By the Advertisement Writer of "The Ladies' Home Journal."

A CERTAIN "Doctor"
(or is it Professor?)
of advertising says: "Anybody who can write anything can write advertisements." Beg
his pardon, but he
is mistaken. I
know half a
dozen women
who write beautiful love stories and fashion
letters, not one
of whom could

get down to the business of an advertisement; and I recall a dozen others whose poetry fairly bubbles up, yet they could no more get up an "ad" than run an engine: still I believe that advertisement writing is work peculiarly suited to woman, only it must be the right woman, and after she has learned how

I do not think all women are capable of learning how, because many of them cannot grasp the business idea. They can teach school or follow any occupation where their work is planned for them, but they can never become what is termed business women. It is not in them.

The average woman who aspires to become a writer of advertisements knows—or thinks—she can write, and supposes that is all there is to it, when in reality she does not know what an advertisement is. She does not seem to grasp the business fact at all, but writes herself, or her own fancies, rather than the article to be advertised. She does not readily catch at the chief point, but

seems to have a vague idea that if she can succeed in making her advertisement look or sound pretty, the chief point is gained.

The novice is apt to think of how much she can say on a subject rather than how strong she can make it. She must learn that vigor comes before elaborateness, that the first business of an advertisement is to let everybody know it is there, just as the mere presence of a vigorous person attracts the immediate attention of everyone in the. The whole secret lies in her power to catch the central fact on which the advertisement is to be written and her capability of bringing that fact out with force. That is where what I call her business tact comes in, and without which I think no woman can ever become a successful writer of advertisements.

VIRGINIA FRAZEE.

THE demand for April numbers has exhausted our supply, and the public, like Oliver Twist, still asks for more. Will not those who have read their April number give their less fortunate brethren a chance? We will pay ten cents apiece for April numbers.







NEVER yet saw a man born in Boston who didn't pity me for not enjoying the same fortune. And why it is that a Boston man can't for the life of him see that his sympathy is wholly uncalled for is a mystery. I don't

want to be quoted as among the horde who affect to sneer at Boston and things Bostonian. On the contrary, I have always noted their urbane manners and their greater courtesy. New York is a great city and a nice place to live in. But there are things in Boston that New York hasn't got, and things I like better, and it isn't anything you can buy for money either.

But there are times when a Bostonian's idea of Boston takes a singular turn. So singular in fact, that I am quite sure that no real Bostonian will see anything funny in what I am about to relate, and in confirmation of my theory I would like to hear from Mr. George Mifflin, who is a pretty good representative Beacon Hill Bostonian.

Years ago, when Helen Hunt Jackson was engaged on "Romona," and was otherwise agitating the Indian question, she delivered a lecture on the subject in Boston and two days later came over to New York to consult with her publisher, the late Dr. Holland.

Greatly to her disappointment, she did not find the New York public so much interested. In fact, it was difficult to get a hearing at all. Crossing Union Square she met a good Boston friend, who had followed her course in Boston, and naturally the first question he asked was how matters were going.

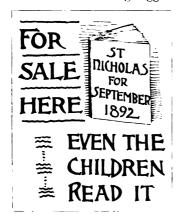
"To tell the truth," said the gifted author, "matters are not going well at all. In fact they are moving very slowly, very slowly indeed."

"You don't tell me," said the Boston man in astonishment. "Why, I thought after that editorial in the Advertiser last Monday New York would be at a fever heat."

PERHAPS it is just as well that the officials of the Gravesend track have taken steps to repress the commercial enterprise of the horse owner who has lately been adorning the jackets of his jockeys with elaborate advertisements of the whiskey manufactured by the turfman. Of course it may require a stretch of authority to dictate to owners the decorative limitations of their riders' garb, but it will readily be seen that what is now a mere episodic incursion of "business" might speedily develop into a glaring and persistent nuisance. Fancy Mr. Ehret's nags running under a foaming schooner of beer; or Mr. Fleischman's sprinters being designated by a breakfast roll or yeast cake; or Mr. Lorillard's thoroughbreds speeding round the course under the guidance of an animated plug of tobacco! Clearly, the evil would soon become intolerable. Better far to crush it now while 'tis still in the bud.



I HAVE always been an ardent admirer of Mr. Ellsworth's attempts to get a striking poster for St. Nicholas, so after having watched his heroic struggles for some time I at last sent him the following suggestion:



and in reply received this letter:

Dear Mr. Fulkerson:

When I was away two years ago I wrote a letter to one of my friends on St. Nicholas as a joke, and as a joke on me he up and published it. It contained the very essence and cream of your great poster idea; but I don't believe it is really just the thing for a poster.

Algiers.

Dear St. NICHOLAS: I do not know whether you ever had a letter before from Algiers or not. If you never had a letter before from Algiers this will be the first one; if you have had one letter before from Algiers this will be the second one; if you have had two letters before from Algiers this will be the third one.

Algiers is where the Soldier of the Legion lay a-dying in. It contains French persons, Arabs, donkeys and English residents. The English residents come here on account of the climate, which is very bad in winter. They like a bad climate.

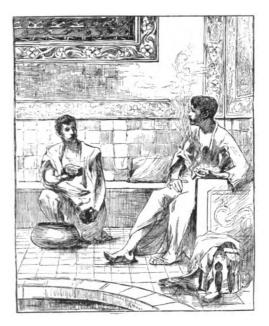
I have no pony, or dog, or donkey; but in Spain I had fleas, and now I have a cold. I was in an Arab shop a few days ago where there was an Arabian cat. The Arabian cat sat on a cane-seat chair and when I scratched my fingers under the chair the Arabian cat would play with them. There are many other strange animals in this country.

Everybody reads "St. Nicholas" in our family, even the children. We like you very much. My favorite piece is a poem called "A Valentine," published several years ago. I think that was perfectly splendid. I wish you would have a serial poem, by the same author, to run for two or three years.

I was thirty-four years old last October. That is all I can think of about Algiers.

WILLIE W. E----.

I suppose there can hardly be any doubt that in publishing and advertising we are progressing as fast as in the other arts. I was specially struck with this fact in looking over the magazines of five or six years ago. At that time they printed but little more than half the number of pages of advertising that they publish now. Let the reader, if he binds his magazines, advertisements and all, look back at the Century for the summer of 1887, and compare the numbers with the issues just published. All this brings one to consider what we shall be doing in the advertising line in 1897. Even then we shall have hard work to do anything better



SKETCH BY IRVING R. WILES, For one of Proctor & Gamble's advertisements.

than Irving R. Wile's drawing for "Ivory Soap" in the June, 1887, Century, which we reproduce here. The pictures published at that time form a very notable series and are worth referring to.

^{*}A little thing of Mr. Ellsworth's own.-ED.

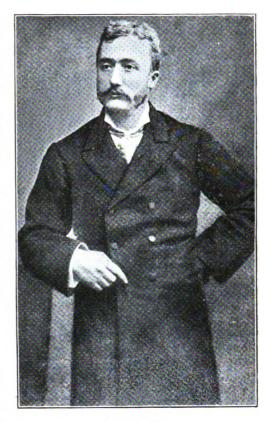
IN WHAT direction shall we advance? Without question the drawings used will be better and the type setting more artistic. The volume of advertisements in all branches will unquestionably increase—even now we are far behind England in the spending of The more competition the more money. advertising. We shall doubtless see The Youth's Companion and The Ladies' Home Journal charging ten dollars a line, and why not soon; their rates have doubled in the last four years. It would be inspiring if we could only define in our mind's eye some of the plans as yet unborn. Puck's and Judge's Library, and Life's Calendar may not seem important, and yet the success of these publications demonstrates the fact that material heretofore regarded as almost useless can be made to yield a good revenue; to pay for themselves over again, perhaps.



As a matter of fact the area of advertising is just opening. Every year shows a new line of trade resorting to the public prints to make themselves known. It was only the other day, so to speak, that even sporting goods were largely advertised, heating apparatus is a comparitively new line to be represented in the magazines and plaster makers and all sorts of new trades are appearing daily. There is still the electrical field to be developed, and five years hence there will probably be as many pages of electrical goods as there are now of seeds and type-writers.



Mr. T. B. Browne, head of the great London Agency, whose portrait we present herewith, besides being an advertising agent, publisher, printer, engraver, etc., is also a poet and sends me the following:



T. B. BROWNE.

LINES ON USING CLARKE'S LIGHTS.

When nights are dark,
Then think of Clarke,
Who's hit the mark precisely;
For his Night Lights
Create light nights,
In which you see quite nicely.





A Glimpse of the Hudson.

In yesterday's Recorder I was looking for a place
Where I could go and calmly spend the summer.
Now I don't know what to do—
The Hudson's a "lulu,"

And yet Lake Champlain seems to be a "hummer." PHINEAS B. MEYERS,



LAKE CHAMPLAIN.

CREDIT is due to a Troy music dealer for a unique advertisement. He leased a piece of ground on a hillside, near the town and in plain view of the railway; and tearing down a stone wall formed, with the stones, in letters ten feet high, the line

. WEBER'S PIANOS—THE BEST.

The words were afterwards whitewashed and are said to be legible at a considerable distance.

The constant drop of water
Wears away the hardest stone;
The constant gnaw of Towser
Masticates the toughest bone;
The constant cooing lover
Carries off the blushing maid,
And the constant advertiser
Is the one who gets the trade.

- Wahoo Wasp.

"DON'TS" FOR ADVERTISERS.

By W. H. Lawton.

DON'T think you know all about advertising because you have spent more or less of your life advertising your own goods. Novelty is the life of advertising, and advertising agents are the ones who are "up to the latest dodge."

DON'T be boorish in your treatment of an advertising agent. Polite treatment costs nothing, and even if you do not care to make a contract with the agent it will be better for you in the long run to be on good terms with him. Remember that he sees men in every line of business, and may be able to do you a good turn some day by a word spoken at the right moment.

DON'T think you are getting rid of an agent by telling him you have no time to talk. An energetic man who understands his business will come again and again till he has taken more of your time than he would have in the first place. Give him a hearing at once, or make an appointment with him. After you have heard what he has to say, he will, in nine times out of ten, accept your decision as final, knowing that he has had a fair hearing.

DON'T try to beat an agent down in his prices. Consider that he is getting only a commission, and that any reduction in rates comes out of his pocket, not the publisher's. An advertisement is worth either full price or it is worth nothing.

DON'T fail to pay your advertising bills promptly. It may be a small matter comparitively to you, but the agent must wait for his commission till you have settled, and it may be a very serious matter to him. Besides, did you ever consider what a difference a chance remark dropped by an impa-

tient creditor might make in a mercantile agent's report of your standing?

DON'T try to crowd two inches of copy into one inch of space, and then blame the agent or publisher for not making a "display ad."

DON'T allow your advertisement to go in without seeing proof. If you do, and your "ad" doesn't suit you, you have no one to blame but yourself. But of course you will blame someone else.

DON'T delay in correcting and returning proof. A publisher has some rights which even you are bound to respect. He cannot delay his publication to oblige you.

DON'T ask an agent to wait a minute and then keep him an hour. He may have important engagements of his own, strange as it may seem! If you find you are liable to be detained longer than you expected, tell him so and make another appointment with him.

DON'T imagine that an advertisement is not profiable because you cannot trace returns to it. If you think that is an easy task, try yourself and see if you can tell where you last saw Pear's Soap, or any other well-known article. The first and foremost wish of the advertiser is to make his name, or that of his goods, familiar. But not ninety-nine men out of one hundred who ask for a well-known article can tell you where they last saw it advertised.

DON'T make an ass of yourself by demanding a guarantee of more or less per cent. of returns from your advertisement. This may seem superfluous advice, but the writer has known such people. Rest assured that nothing would please the advertising fraternity more than to be able to give just such guarantees. But they can't.

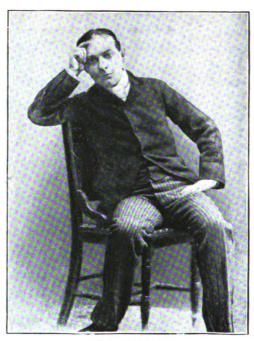
R. J. Gunning tells a story of a Yarmouth captain who had a small coasting schooner lying in port, and decided to give a lesson to sign painters in general by himself painting the vessel's name on her bows. He could not reach high enough from the float, and did not care to put out a swinging stage, so he reached down over the side to do the lettering. After finishing the job on one bow, he went ashore to view his handiwork, and this is what met his gaze—

MAGGIE.



REPORTER (to eye witness): "They say a policeman was badly injured in the fracas. Is that so?"

Mrs. FLANNIGAN: "Faith! young man, mebbe
he was. Ye can't tell nothin' about thim internal
injuries."



W. L. METCALFE.

"LIFE'S" EDITOR.



HE MEN who blushingly confess that they are solely and primarily responsible for the prosperity of *Life* are running a close race with the old ladies who were kissed by G.W., so it becomes a positive pleas-

ure to present the features of a gentleman who, aside from getting it out every week, has never had anything to do with its present enviable position.

Mr. W. L. Metcalfe, the accomplished editor of *Life*, is a young man of many qualities, and as a humorist would doubtless take a high rank but for the fleeting character of his work. If he would keep back his funny sayings till he had enough to make a book,

and put them into characters, I am satisfied the result would be a comfortable royalty for years to come. Perhaps his most thoroughly artistic delineation is where he has for the object of his attention the street characters in New York, as for instance his "Diary of a District Messenger." I question if the same unattractive subject could have received such artistic treatment in hands less familiar with the subject or less in sympathy with its purpose.

Mr. Metcalfe is a very young man, wears a clean-shaven face and brings his hair back over the temples. If he would wear one of those old style high rolling collars and huge neckerchief, trimmed with point lace, he would be out of sight.

We extend to Mr. Metcalfe assurances of our distinguished consideration.

ILLUSTRATIONS:

A CHAPTER ON THE USE OF CUTS IN ADVERTISING.

By H. C. Brown.

THE main points to be considered in using a sketch are:—To have it well drawn. To have an excuse for using it. To strike the public mind when the public mind is in a position to receive and retain an impression. To score a distinct point every time. This is easily said, but there's nothing worth doing that doesn't involve a little labor and a little thought.

I would say with as little bias as a man can say who is pecuniarily interested in the subject, that a picture possesses an interest for poor hu-

manity that is surpassed by no other attribute in our composition. In England this feature is even more elaborately carried out than it is here, and with excellent results. Many of the pictures I have seen remain with me still, though some appeared as long ago as '83 and '84. I remember one with more than usual distinctness. It was during the bombardment of Alexandria and the subsequent occupation of Egypt by the British. A railway was hastily constructed to convey troops from Suakim to Berber. The eyes of all Europe were fixed on this important move, and correspondents were detailed from all the leading European papers to report the progress of the work. Photographs of the scene were taken. Special artists were assigned to portray the surrounding country. At one point long the line of the railroad stood an ancient tomb, and this location soon became by natural choice the headquarters of the invading army. Night fell on Egypt, and when the first glint of the morning sun gilded the tops of the pyramids, it also lightened a tremendous sign across the face of the tomb bearing a modest request to use Pear's Soap for the hands and complexion. Such characteristic enterprise deserved the mention it got in the special despatches, and cleanliness, the vanguard of civilization, thus early was on the ground. The engravings made of this scene possessed historic as well as commercial interest, and Mr. Barratt scored another of his many successes. The advertisement in Egypt was of course nil, but this was a case of reflex work of the most powerful kind.

Not long after, during the last administration of the Earl of Beaconsfield, all England was alarmed at a threatened advance of the Russians to the gates of Herat. One of the standard headlines in the English school boy's copy book is "Constantinople is the road to India." Disquieting rumors reached the English Government regarding Russia's ally, the unspeakable Turk, and immediately the capital of the Ottoman Empire became the centre of attraction. In the midst of this intense excitement there appeared in startling headlines: "The Turks are Scouring the Border!" and then followed the harmless conclusion, "With Brooks Monkey Brand Soap "-which it was further related would scour knives, silverware and everything in the household. I suppose these advertisements are all of seven or eight years old now, but I remember them, as doubtless many others do, as if they appeared but vesterday.

Another sketch which took a deep hold on me was one of Beecham's Pills. One of the great battle ships was ordered for foreign service, and laid in a store of provisions for use on a long voyage. Among the Commissiariat's orders was one which concluded "And ten boxes of Beecham's Pills for the Captain." Mr. Beecham got hold of this and the vessel was portrayed lying off shore in a sketch the size of a full page of the London Graphic. Ten sailor men, all in a row, were dancing on the beach, each with a box of pills held aloft. In huge letters was printed across the page "Ten Boxes of Beecham's Pills for the Captain."

In using these illustrations I am merely

striving to convey the lasting impression created by a strong sketch. Like all other powerful aids, it must be handled with extreme caution. There is nothing so harmful as a sketch in poor taste, or one that conveys a silly idea. A strong serious sketch has better wearing quality than a humorous one, though a good humorous one that at the same time is dignified cannot well be improved upon. I use the word humorous advisedly, as I find the quality of humor is not alike in every one, and the man who puts out a funny sketch, is usually the one who least of all knows a funny drawing when he sees it. Therefore when in doubt, stick to a conservative idea—it is sure to be safe.

THE MAN ABOUT TOWN.



THE firm of J. M. Thorburn & Co., seedsmen, was founded near its present location when the century was in its teens, and although the original Thorburns have passed out of the recollection of the younger men, the house still holds its prestige in the trade, and bobs up serenely when an order is in sight. Mr. Bruggerhof has been the moving spirit of the business during the last

twenty or thirty years, and it is only fair to credit him with the prestige which the house enjoys to-day. He is spoken of as the man best informed on seeds in the country. Mr. Bruggerhof was a member of the Connecticut Legislature, and has a local reputation as a public-spirited citizen. From a business point of view I have wondered that he has

not gone into advertising more largely. Certainly there is much need for a new departure in the seed business from the stereotyped catalogues that we are accustomed to, and the man that goes in first will reap a rich harvest.

* * *

Another old established house is Merck & Co., manufacturers of drugs, whose laboratories are in Darmstadt, and are about as well known in Germany as Krupp's gun Their business in this country factories. has reached very large proportions. Weicker, who manages the business here, is a man of enterprise and perseverence, and is very wide awake to the interests of the firm. Probably every druggist in the United States hears from him once a month at least, through the medium of "Merck's Monthly Report." Besides the "Report" he manages the affairs of the "Bulletin," and altogether is a very busy man.

ART IN ADVERTISING.





JONES, OF "THE RECORD."

By the author of "Ben Israel and the Caliph."

CHAPTER I

In which it appeareth that Jones is exasperated.

Now Jones, of *The Record*, is wroth And Jones, of *The Record*, he swears, By all that is good and holy, he would Like to murder that "compo" upstairs.

CHAPTER II

Showeth Jones to be in love.

And this is the cause of his ire:

It seems he was courting a Miss

Whose papa is just loaded down with the dust,

And Jonesey was right on to this.

CHAPTER III

In which it appeareth that his affection is not reciprocated.

But the girl she was uppish with Jones
And his overtures met with a stolid
Cold air of reserve; but Jones he had nerve
And vowed he would make himself solid.

CHAPTER IV

In which Jones findeth a way to reach the maiden's heart.

But how? was the question, till one day
He learned—Ah! joyful epoch!
That the maiden she plumed herself on (presumed)
Descent from old Puritan stock.

CHAPTER V

In which he prepareth to act upon his discovery.

Then Jones, of *The Record*, was glad And Jones, of *The Record*, said he: "I will do this up brown," and he straightway sat down

To write up Miss Smith's pedigree.

CHAPTER VI

In which he acteth.

He wrote of Miss S. as "distingué,"
As "cultured" and "charming" and
"young;"

Could explicitly state (the climax was great)

That the lady in question had sprung

CHAPTER VII

In which he continueth to act.

From the Pilgrims who sailed in the "Mayflower" And who landed at Plymouth—let's see . . .

I've forgotten the date, but Jones had it straight,

It was sixteen and something A.D.

CHAPTER VIII

In which the maiden dissembleth.

Then Jones showed Miss S, what he'd written.
She read it clean through to "A.D.";
Pretended to think it a great waste of ink—
But Jones was invited to tea.

CHAPTER IX

In which Jones appeareth in print.

Next day Jones' chef d'œuvre was printed, The Record Miss Smith's praises sung, And Jones read anew, through a column or two, How Miss S. was "distingué" and "young"

CHAPTER X

In which the intelligent compositor getteth in his fine work.

And "cultured" and "charming," and so on,

Till he came to the final "A.D.,"

When he saw (Oh! 'twas sad!) the compositor had

Made the line end like this—Adv.

CHAPTER XI

As it was in the beginning.

That's why Jones, of *The Record*, is wroth And why Jones, of *The Record*, he swears, By all that is good and holy, he would Like to murder that "compo" upstairs.



Published by The Art in Advertising Co., 80 Fifth Avenue, New York. H. C. Brown, President. Russell Doubleday, Business Manager.

ISSUED ON THE FIRST OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.

AUGUST, 1892.

THE September number of ART IN AD-VERTISING will be such a good one that we are going to suspend, temporarily, our sample copy rule, and send out twenty thousand extra copies to persons who would be likely to subscribe if the paper was brought to their The persons most likely to subscribe to ART IN ADVERTISING are those who have \$ \$ \$ to spend, and who spend them in advertising. If it pays us to talk "subscription" to these people, with a possibility of realizing from each only a dollar a year, it ought to pay some publisher to talk advertising, with a chance of catching some fall business, at a dollar a line. Who wants space in the September number?

A TIGER once invited a goat to dinner. The goat was tickled to death at the notice of the beast, and wore his spike-tailed coat and link sleeve-buttons in token of his appreciation.

"Can I help you to some of this venison steak?" the tiger asked the goat, very cordially.

The goat could not eat venison steak; but he dissembled eleverly and preserved a smiling exterior.

"My physician," he protested, "positively forbids venison steak."

There was nothing else on the table, and the

poor goat was obliged to sit idly by while the tiger devoured a hearty repast. But the goat was not disposed to deprive himself of the sweets of revenge. He accordingly pressed the tiger to dine with him the following evening.

The invitation was accepted with thanks, and promptly on time the tiger thrust his hind legs under the goat's mahogany.

"Can I help you," sweetly inquired the host, "to some of this fricasseed tomato-can with brown paper sauce?"

"No, thank you," rejoined the tiger, "my doctor forbids."

"So sorry," murmured the goat, in secret glee,
"I fear you will have only an unsatisfactory meal."
"Oh, I shall do very well," protested the tiger.
Whereon he fell upon and devoured the goat him-

self.

"Alas!" exclaimed the latter with his dying breath, "I was to o funny." — Exchange.

We print the above for the purpose of echoing the goat's closing observation. The July number of ART IN ADVERTISING, which we fondly imagined would be hailed

with gladness and thanksgiving by our longsuffering readers, has not met with even a small-sized ovation. On the contrary, numerous subscribers have been moved to point out the error of our ways and to expatiate on the ethics of journalism, for our benefit, for all of which we are duly grateful. We



find some crumbs of comfort in the reflection that the many protests which have been received indicate a wide-spread interest in the paper among the progressive men of the country, which is a good thing for all concerned—the progressive men, the country and ourselves. On the whole, although the July number has not been a glittering success, we are not sorry for what we have done. We have had our fun and some experience and we are willing and anxious to pay for both. With this end in view all subscriptions now on our books will be extended one month. gratis, and if anyone is dissatisfied with this arrangement we stand ready, at great personal sacrifice, to refund his ten cents.

In reply to Mr. F. W. Harkins, who recently condemned as "nondescript" and "inartistic" the cover designed by George Wharton Edwards for ART IN ADVERTISING, Mr. Edwards writes:

"I can best answer the learned and critical gentleman of the National University of Chicago, by quoting, and perhaps not inaptly, the reply of that brilliant person, Whistler, to the eminent lawyer who attempted to annihilate the painter during the famous Ruskin-Whistler suit.

"'Can you,' quoth the lawyer, with uplifted admonishing forefinger, 'Can you make me see any Art in that picture?'

"Whistler slowly and carefully placed his monocle in his right eye, and eyeing his questioner from head to foot, emphatically said:

"'No! I can not make you see any Art in any picture!"

"It is generally understood that the two pretty daughters of Mr. James Epps, the wealthy cocoa manufacturer, will some day inherit papa's snug fortune. This lends color to the rumor that the suitors of these young ladies are in the habit of referring to them as "Grateful" and "Comforting."

—From the June number of Art in Advertising.

Several correspondents write to inform us

of the inaccuracy of this paragraph which appeared in the June number. "Grateful" and "Comforting," it seems, are actually the ladies' names; but they are hardly in the line of receiving suitors, as one is Mrs. Alma Tadema and the other Mrs. Edmund Gosse.



THE publishers of the Union and Advertiser state, in a recent advertisement, that "the above cut sets forth the newspaper condition of Rochester, N. Y." This is interesting, but a conscientious study of the cut referred to fails to discover who is getting eclipsed—the Union and Advertiser or the "competitors in the dark."

"Life" proposes to celebrate the tenth anniversary of its birth, January 4, 1893, with a "Jubilee Number." ART IN ADVERTISING extends its congratulations to its humorous contemporary, and to the ten advertisers in the first number of Life who are to be given first choice of position in the "Jubilee." The lucky individuals are:

The Mutual Life Insurance Company, of New York.

W. & J. Sloane, Carpets.
Fairbanks & Co., Scales.
The Art Interchape.
M. Knoedler & M. Knoedler & M. Knoedler & M. Knoedler & M. Knoedler & M. Knoedler & M. Knoedler & M. Knoedler & M. Knoedler & M. Knoedler & Bixby, Bankers.
Pollock & Bixby, Bankers.
Spring House, Richfield Springs.
Henry Holt & Co., Publishers.
Cavanagh & Sandford, Tailors.



HINTS FOR HOUSEWIVES.

For the following valuable recipes we are indebted to a pamphlet issued by the Shepard Hardware Co., of Buffalo, N. Y.



CLEAR SOUP.—Take two pints of water, wash them thoroughly on both sides, pour into a dish or something, and stir around in the kitchen until tired.

PLUM PIE.—Get some dough, hammer out a front and back breadth. Line a dish with silesia, put in a veneering of dough, fill the dish with Brummel's cough drops, put on the top crust, feather-stitch around the edges and bake in a tinker's furnace.

POUND CAKE.—Mix up some flour and things, put them into a dish, bake for a while, then screw in the handle and pound.

STOMACH CAKE.—Line a small boy with green apples and encumbers. This can be prepared at short notice.

CALVES' FOOT JELLY.—Get trusted for a Chicago calf—they have the largest feet—cut off the calf, which can be used for making hash or chicken salad; wash the feet, thicken with glue, add a few molasses, strain through a cane-scated chair, pour it into a blue bowl with red pictures on it and set in the shade to get tough.

ICE CREAM.—Dry a piece of ice in the sun, stir

in some cold cream or vaseline, fan it until it freezes, garnish with Christmas greens. This should be served with the soup.

An INEXPENSIVE DISH.—Buy a five-cent plate. To Drop Eggs.—Let go of them.

POSTERS.

THE old-time formula for making a magazine poster was a simple one:

Take of:

Stud-horse type, quantum sufficit. Cuts from the magazine, quantum sufficit. Dump into a chase and print.

It was not many years ago that any poster was considered good enough for a magazine, but those days are, happily, gone. "Good enough" productions of any sort are invariably bad, and publishers are beginning to realize that the best is none too good.

The posters reproduced on the opposite page lose much of their effectiveness by the enforced absence of color. In the originals, Scribner's is printed in the regulation yellow and black, in imitation of the cover; the Century in brown and green; Harper's in blue, yellow and black; St. Nicholas in red, yellow and black; and the Cosmopolitan in blue and red.

The signatures attached to the drawings are those of artists well known to every magazine reader. The portrait of the Century, with a view of Greenland's icy mountains and India's coral strand in the distance, is the work of W. H. Drake. W. A. Rogers is responsible for the St. Nicholas pictures, and it is hardly necessary to look at the signature to know that in the Scribner sketch Dana Gibson is depicting "that delicious moment"—the arrival of Scribner's for August.

The author of *Harper's* summer girl is modest and didn't sign his work.





A GROUP OF MIDSUMMER POSTERS.

Digitized by Google



JOTTINGS.

By H. P. Hubbard.

A BOUT the time of the Chicago Convention an advertisement of Cassell & Co., in the New York papers, announced the "writings and speeches of GROVER

GROVER
CLEVELAND."
then a dash and
NOW READY.
THE DOWNFALL,

Zola's new novel. Superstitious persons who noticed the grouping of the displayed lines say this presages the defeat of the Democratic candidate in November.

In writing "ads." on any given topic a thorough understanding of the subject must be had in order to work intelligently. That not all "experts" have this knowledge is painfully evident; some, however, acquire it. Powers, a short time since, spent three whole days in overalls and jumper going through every department of Macbeth's "Pearl Top" chimney works in Pittsburg. He not only gleaned ideas from every one he talked to but acquired such a knowledge of the business that he would be able, if necessary, to make a chimney himself.

In making an appropriation for the year's advertising it is wise to set aside from ten to fifteen per cent. to be used in good publications which are by chance overlooked in the first list. August and September will see many such lists prepared. In my judgment they should be made up earlier in the season and the space contracted for before the

pressure of fall business renders the chance of securing good positions uncertain.

J. Walter Thompson is spending the summer at New London, Conn., with his "yot" and family. Three days of each week he manages to spend in New York, but for the balance of the week the owl has to run the office. Mr. Thompson's present prosperity was little dreamed of fifteen years ago, when he purchased Wm. J. Carleton's Magazine List for \$1,000—money that he had earned by singing.

I HEAR that Mr. Wineburgh, of the Times Building, has contracted to place all of the Dreydoppel soap advertising next year. One of Mr. Dreydoppel's signs in the New York surface cars reads:

WHY DON'T YOU USE IT?

DREYDOPPEL'S SOAP.

THE BEST BECAUSE IT IS.

That last line proclaims the woman! What masculine intellect but trembles before such reasoning as:

What is, is best. Dreydoppel's Soap is.

Ergo: Pear's, Ivory and the rest are not in it with Dreydoppel's.

"TAD" asked me the other day why Richardson, Beckwith and the other special agents who are located in the Tribune Building resembled oil paintings. When I gave it up he said it was because they are always on the canvass.

THINGS RARE AND WELL DONE.

HOUGHTON, MIFFLIN & Co., Boston. A batch of circulars in Mr. Updyke's usual faultless style.

GRAND RAPIDS CYCLE Co., Grand Rapids, Mich. A comprehensive price list advertising Clipper Safeties.

SARGENT & Co., New York and New Haven, Conn. "Hardware for Fly Time," a little pamphlet containing pictures and prices of everything necessary for making and operating wire doors and window screens.

J. B. McLean Co., Toronto. An attractive circular advertising their trade journals.

HELVETIA MILK CONDENSING Co., Highland, Ill. A little book of recipes telling how to make "daisy-cake," "pop-overs," and other culinary wonders by the use of their evaporated cream.

KENWOOD MANUFACTURING Co., Chicago, Ill. A dainty pamphlet advertising



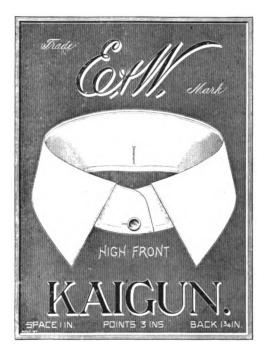
the Kenwood bicycles, designed and illustrated by Will H. Bradley. Good taste, good type, good printing. A very creditable bit of work. Here is one of the illustrations.

THE GLOBE, Boston. "Who Are the Purchasing Classes?" by Chas. H. Taylor. A tiny, eight

page pamphlet which answers: "They are the readers of the Globe." What does Mr. Sykes, of Life, think of Mr. Taylor's assertion that "it is not much use to advertise to reach

the 'select ten thousand,' because they rarely read advertisements. * * * Consequently the man who spends any money in the hope of securing their patronage simply wastes it in ninety-nine cases out of a hundred."

EARL & WILSON, New York. A good page in The Haberdasher.



BOWKER FERTILIZER Co., Boston and New York. A four page circular containing "The Truth About Tobacco." An excellent lithograph ornaments the first page.

THE EVENING STAR, Washington, D. C. A useful guide for *Star* advertisers, showing how much, or rather how little display it is possible to get in a paper that refuses cuts and admits no type bolder than five line combination letters.

A LIST OF GENERAL ADVERTISERS.

THE following pages contain the fourth installment of a list of all the general advertisers in the United States. Perfection is not claimed, but it is the intention to include all advertisers who use general mediums as distinguished from local advertisers. Any addition or corrections, particularly as regards "The Man in Charge," will be thankfully received.

	NEW YOR	kk.		
NAME.	BUSINESS.	ADDRESS.	PLACE.	MAN IN CHARGE.
	NEW YORK	CITY.		
Bunce, E. M., Bunce Mfg. Co., Bunnell, J. H. & Co., Burns, Donald, Burt, Edwin C. & Co., "Business," Butler, Breed & Co., Butler Hard Rubber Co., Butter K Pub. Co., Ltd.,	"The Horse and His Diseases," Pads, Drafts, Receipts, Electrical Supplies, Animals, Shoes. Weekly Paper, Crystalline Salt, Rubber Goods, Fashion Paper,	Box :3359. 162 William St. Cortlandt & Washington Sts. 115 Roosevelt St. 96 Reade St., 82 Warren St. 33 Mercer St. 14th St.		David Williams.
Campbell, Dr., Canadian Pacific Railway,	Arsenic Complexion Wafers, Railroad,	220 6th Ave. 353 Broadway,		E. C. Skinner, General Agent.
Carbolic Soap Co., Carle, John & Sons, Carleton & Kissam, Carter, Carty, Alanson,	Buchan's Carbolic Soap, Imperial Granum, Street Car Advertisements, Carter Little Liver Pills, Steel Springs,	Times Building, Murray St. 240 West 29th St.		Mr. Kissam.
Cary Mfg. Co., Cash, J. J Cassell Publishing Co., Caswell, W. & Co., Catholic Review,	Metal Straps for Binding Cases, "Cash Frilling," Publishers, Condensed Lemonade, Publication,	41 Centre St. 92 Greene St. 104 Fourth Ave., 39 Dey St. 84 Church St.,		Frank Seaman. P. B. Hickey.
Cauldwell, Wm., Caw's Ink & Pen Co., C. & C. Electric Motor Co., Centaur Co.,	N. Y. Sunday Mercury, Ink Bottle and Filler, Motors and Dynamos, Castoria,	3 Park Row. 104 Broadway. 404 Greenwich St. Warren and Green- wich Sts.		Mr. Fletcher. W. W. Ellsworth.
Century Co., Ceylon Planters' Tea Co., Chadwick Copying Book Co., Challen, Cheesborough, R. A., Chickering, Chidester, W. H. & Son, Childs, J. C. & Co., Chilton Mfg. Co.,	Publishers, Choice Teas, Copying Books, Labor Saving Records, Vaseline, Pianos, Agents' Samples. Storm King Rye Whiskey, Paint,	33 East 17th St., 5th Ave. cor. 16th St. 60 Duane St. 10 Spruce St. 27 State St., 130 5th Ave. 346 8th Ave. 1 Fulton St.		R. A. Cheesebor- ough.
Chocolate Menier, Christian Advocate, Christian At Work, Christian Herald.	Chocolate, Methodist Book Concern, Weekly Paper, Religious Paper,	14th St. and University Place. 150 Fifth Ave., Times Building, 91 Bible House,		Mr. Baldwin. J. N. Hallock. Mr. Klopsch.
Christian Union,	Weekly Paper,	Clinton Hall, Astor Place.		Mr. Howland.
Church, John Co., Church & Sleight, Churchman, The, Clark, Wm. E. & Bro., Clasp Enyclope Co.,	Music Books, Addis Carving Tools, Religious Weekly, Old Dominion Provisions, Envelopes for Mailing,	13 E. 16th St. 109 Fulton St. 47 Lafayette Place, 164 Elizabeth St. 39 Broadway.		M. H. Mallory.
Clean & Ready Co., Cleopatra Mfg. Co., Coles, B. G. & Co., Colgate & Co., Collamore, Davis,	Mucilage, Cleopatra Corsets, Hams and Boneless Bacon, Soap, China and Glass Table Ware,	35 Franklin St. 59 West 22nd St. 100 Forsyth St. 55 John St., Broadw'y & 21st St.		Mr. Gates. Sidney Colgate.
Collins, S. Son & Co., Colt, J. B. & Co., Colton. John W., Columbia Rubber Works Co., Columbia Typewriter Mfg. Co.,	Printing Inks, Light for Magic Lanterns, Select Flavors, Rubber Goods, Writing Machine,	32 Frankfort St. 16 Beekman St. 63 Park Place. 65 Reade St. 146 Centre St.		
Comfort Attachment Co., Commercial Advetiser, Comstock, Wm. T.,	Hand Attachment for Sewing Ma- chines, Newspaper, Books on Building,	44 Barclay St. Park Row, 23 Warren St.		Mr. Hasbrook.

NAME.	BUSINESS,	ADDRESS.	PLACE.	MAN IN CHARGE.
	•			
Consolidated Novelty Co.,	" Ready Change Holder,"	7 Warren St.		
Conroy, Thomas J.,	Fishing Tackle and Camping Goods,	65 Fulton St.		
Cook, Dr. William, Cook, Thos. & Son,	Drunkenness Cure,	12 Park Row. 261 Broadway.		
Corn Exchange Bag Co.,	Tours, Paper Lined Bags,	27 Pearl St.		
Cornwall & Smock	Remington Guns,	281 Broadway.		
Coryza Remedy Co., Cosmopolitan Pub. Co., Coward, Mr., Coyriere, E. Mirriam,	Remedies,	2006 Ninth Ave.		100000000000000000000000000000000000000
Cosmopolitan Pub. Co.,	Magazine,	Madison Square,		Mr. Wilson.
Coward, Mr.,	Haarlem Oil,	270 Greenwich St. 150 5th Ave.		
Craighead & Kintz Co.,	Teachers' Agency, Daylight Lamps,	33 Barclay St.		
Crandell Machine Co	Typewriter.	353 Broadway.		
Crandell Machine Co., Crook, J. B. & Co.,	Typewriter, Fishing Tackle, Vitalized Phosphites,	1191 Broadway.		
Trochy E & Co	Vitalized Phosphites,	56 West 25th St.		
Crosby, O. M. Crowell, Thomas Y. & Co., Crown Perfumery Co.,	Florida Excursions,	99 Franklin St.		
Crown Perfumery Co.	Publishers, Perfume Crab Apple Blossoms.	46 East 14th St.		
Crown Pharmical Co.,	Phenoline Dress Shields,	93-95 Prince St.		
Current Art Co., Current Literature Pub. Co.,	Art Publications,	31 Union Square.		
Current Literature Pub. Co.,	Magazine,	80 West 23d St.		
Cushing Process Co.,	Wines,	825 Broadway.		
Cushman Bros., Cushman & Denison,	Taylor's Wheat Flakes, Pocket Oiler,	78 Hudson St. 172 9th Ave.		
Daily Commercial Bulletin	Trade Paper,	32 Broadway.		
Daily Commercial Bulletin, Daily Stockholder,	Financial Paper,	176 Broadway,		Matthew Griffi
Dam & De Revere.	Union Square Hotel,	Union Square.		
Damfelser, J. P.,	Guns,	9 Chambers St. 137 William St.		
Damieser, J. P., Davids, Thaddeus, Davis, Emry, Davison, Henry C., Day, W. L., Lebauchy, Dr.,	Inks. Automatic Inkstand.	319 Broadway.		
Davison Henry C	Copying Presses,	45 Liberty St.		
Dav. W. L.	Dyspensia Cure.	23 West 12th St.		
Debauchy, Dr.,	Dyspepsia Cure, Salicylates for Gout,	5 Beaver St.		
Decker Brothers,	Pianos,	33 Union Square.		
Decorator & Furnisher,	Art Journal,	150 Nassau St.		
Degrauw, Aymer & Co., Delamater Iron Works,	Bunting Flags,	34 South St. 21 Cortlandt St.		
Demmler E	Pumping Engines, Riding Boots	125 Chambers St.		
Demorest Sewing Machine Co., Demorest, W. Jennings, Derby & Kilmer Desk Co.,	Sewing Machine,	17 East 14th St.		
Demorest, W. Jennings,	Magazine.	15 East 14th St.		
Derby & Kilmer Desk Co.,	Desks,	19 Beekman St.		
Dempsey & Carroll. Densmore Typewriting Co.,	Art Stationers, Typewriters,	36 East 14th St.		Thos Matthew
Denver & Rio Grande Railroad,	Railroad.	202 Broadway, 317 Broadway,		Thos. Matthew W. B. Cott.
Deutsch & Co.,	Costumes,	5th Ave. & 22d St.,		Simon Deutsch
Devlin & Co.,	Men's Clothing,	44 East 14th St.		The second second
Devoe, F. W. & Co.,	Paints,	Fulton & William		
De Witt Publishing House,	Plays, Dialogues,	Sts. 33 Rose St.		
Dick, A. B. & Co.,	Edison Minneograph,	32 Liberty St.		
Dick & Fitzgerald,	Books,	18 Ann St.		
Dicks, R. L.,	Georgia Lithyia Water,	143 Liberty St.		
Dickson, F. H., Dickerhoff, Ruffloer & Co.,	Silversmiths,	P. O. Box 2927.		
Diemer John F	Aspinall's Enamel Colors, Metal Bound Filing Cases,	384 Broadway. 71 Fulton St.		
Diemer, John F., Dining Room Hints,	Publication,	20 College Place.		
	· ·	Broadway & Bar-		
Ditman's Pharmacy,	Drugs and Chemicals,	clay St. 867 Broadway.		
Ditson, Oliver Co.,	Music,	867 Broadway.		
Dissosway, C. M., Dodd, Mead & Co.,	Architect, International Encyclopædia,	52 Broadway. 753 Broadway.		
Dorflinger	Cut Glass,	Murray St.,		C. Dorflinger.
Dorflinger, Douglass, W. B., Dow, Jones & Co.,	Morris Well Points,	85 John St.		C. Dorninger.
Dow, Jones & Co.,	Wall Street Journal,	41 Broad St.		
Downs, James P.,	Memory Training,	243 Broadway.		
Dremer, John, Dryden & Palmer.	Document Tie Envelopes,	71 Fulton St.		
Dry Goods & Fashion,	Rock Candy, Publication.	19 Hudson St. 78 Walker St.		
Dufour & Co	Bolting Cloth,	15 S. William St.,		R. P. Charles.
Dunlap & Co., Dunn, Dr. W. E.,	Hats, Dentist,	178 5th Ave.		
Dunn, Dr. W. E.,	Dentist,	331 Lexington Ave.		
Dunne, A. & Co.,	Oilograph Portraits,	56 Reade St.		
Dupont de Nemours, E. J. & Co.,	Gunpowder, Publishers,	32 Pine St. 31 West 23d St.		
Dutton, E. P. & Co., Eagle Pencil Co.,	Lead Pencils,	73 Franklin St.		
Earle & Wilson,	Collars and Cuffs,	35 East 14th St.		
Eastman & Kraus Razor Co.,	Razors,	98 Chambers St.		
Edison General Electric Co.,	Electric Lighting—Electrical Appli-	Edison Building,		
	ances,	Broad St.		

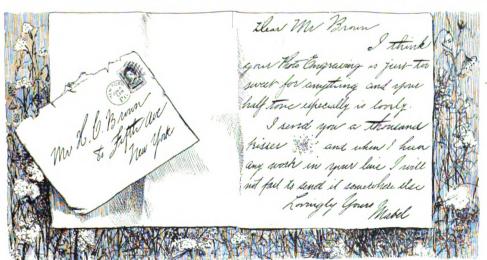
NAME.	BUSINESS.	ADDRESS.	PLACE.	MAN IN CHARGE.				
NEW YORK CITY.								
Egyptian Drug Co.,	Remedies,	88 Warren St.		1				
Ehret, George,	Brewery,	92d St.						
Eisner & Mendelson Co., Electrical Age Pub. Co.,	Carlsbad Sprudel Salts, Trade Journal,	6 Barclay St., World Building.		M. Eisner.				
Electrical Construction & Supply	*							
Co.,;	Electrical Supplies,	20 Cortlandt St.						
Electrical World, Electric Chemical Co	Trade Journal, Electric Goods,	Times Building, 25 East 14th St.		Mr. Gates.				
Electric Music Box & Clock,	Novelties,	26 West 31st St.						
Electro Silicon Co.,	Silver Polish,	72 John St.						
Elizabethport Cordage Co.,	Rope and Binder Twine,	46 South St.						
ellery, Geo. B. & Co., Ely Bros,	Electrical Agents, Ely Cream Balm,	245 Broadway. 56 Warren St.						
•		Worth and Mul-						
Smerich & Wonderlehr,	Bronzing and Dusting Machine,	berry Sts.						
Engineering Magazine,	Magazine, Trade Publication,	World Building.						
Engineering News, Equitable Life Insurance Co.,	Insurance,	Tribune Building. 120 Broadway,		G. R. Hamilton.				
Equitable Mortgage Co.,	Investments,	208 Broadway,		Chas, N. Fowler				
squitane stortgage (o.,	investments,	208 Bloadway,		President.				
Erie Railroad,	Railroad,	1		W. C. Rinearson Gen. Pass. Agt.				
Esterbrook & Co.,	Pens,	26 John St.		tien, rass. Agt.				
Eureka Electric Co.,	Electric Lighting,	18 Broadway.						
Evening Post,	Newspaper, Novelties.	206 Broadway, Box 2126.		J. S. Seymour.				
Excelsior Music Box, Excelsior Novelty Co.,	Agents' Outfits,	50 Bond St.						
Excelsior Pub. Co.,	Publications,	29 Beekman St.						
Faber, Eberhard, Fairchild Bros. & Foster,	Lead Pencils and Penholders,	545-547 Pearl St.						
fairchild Bros. & Foster, farm & Household,	Peptogenic Milk Powder, Publication,	82 Fulton St. 7 Murray St.						
Ferguson, Albert.	Universal Lamp.	65 Fulton St.						
Ferris Bros.,	Good Sense Corset Waist	341 Broadway.						
Ferris, E. A. & Co.,	Hams and Bacon,							
Fidelity & Casualty Accident In- surance Co.,	Insurance,	145 Broadway,		R. J. Hillas.				
Fifth Avenue Hotel,	Hotel,	Madison Square,		Hitchcock & Dar-				
Fischer.	Pianos,	110 5th Ave.		ling.				
Foley, D. F. & Co.,	Pens.	180 Broadway,						
Forest & Stream Pub. Co.,	Sporting Journal,	318 Broadway.		C. B. Reynolds,				
Forum, The, Fougera, E. & Co.,	Magazine,	Union Square, 30 N. William St.		Mr. Page.				
Foulds, Robert,	Quina Laroche, Toys,	95 Chambers St.						
Fowler & Wells Co.,	Publishers,	777 Broadway.						
Franklin Electric Co.,	Primary Batteries,	126 Liberty St.		1				
Francis, David G.,	Books,	12 East 15th St. Franklin St. and						
Franco-American Food Co.,	Soups,	West Broadway,		E. Biardot.				
reeman Perfume Co.,	Perfumes,	533 East 15th St.						
reeman & Taylor,	Silverware,	495 Washington St.						
rench, T. H.,	Amateur Theatrical Supplies, Church Lights and Reflectors,	28 West 23d St. 551 Pearl St.						
Frink, J. P., Fry, J. T. & Sons,	Fry's Maltine,	140 Franklin St.		1				
fall & Lembke,	Optical Instruments,	21 Union Square.						
Salenical Medical Co.,	Rheumatism Cure,	1449 Broadway. Tribune Building.						
Garden & Forest Co., Gardener, William,	Publication, Naval Architect,	19 Whitehall St.						
iarfield Tea,	Remedy,	319 West 45th St.,		Miss Marshall,				
ias Engine & Power Co.,	Cale Tanakina Danasa akin	Morris Heights.		1				
faskell's Compendium, fastineau Self-Study Co.,	Self-Teaching Penmanship, Languages,	57 Rose St. 297 5th Ave.						
iaston, Weston & Ladd,	" Prestoline" Metal Polish,	46 Beekman St.		1				
iate, Á. & Co., iay, E. E. & Co.,	"Gate's Old English Ointment,"	152 6th Ave.						
iay, F. F. & Co., laze, Henry & Sons,	Account Books, Holy Land Tours,	66 West 23d St. 940 Broadway.						
ieneva Mineral Water.	Mineral Water,	158 West 23d St.,		C. M. Roche, Agt				
iennert, G.	Montauk Cameras,	54 East 10th St.		1				
libb Bros. & Moran, lilbert Mfg. Co.,	Printers, Gilbert Dress Lining,	45 Rose St.						
illott, Joseph & Sons,	Steel Pens,	346 Broadway, 91 John St.,		O. P. Dorman. Henry Hoe.				
ilen Camera Co.,	Cameras,	294 Broadway.						
ilenser, S.,	Art Decorations,	8 Union Square		1				
iodfrey, Chas. T., iold Seal Champagne.	Revolvers,	11 Warren St.						
ioodwin, J. H.,	Business Manual,	1215 Broadway.						
ioodyear Rubber Co.,	Rubber Goods,	17 Murray St.						
iorham Mfg. Co.,	Silversmiths,	B way and 19th St.		1				

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	NEW YORK (TTY.		
Fraham, A. J.,	Shorthand Courses,	744 Broadway.		
iranam, A. J., iranam, John H. & Co., iranm, Emil, irant, F. E., iray, F. J. & Co., ireat American Tea Co., Irona David & Co.,	Lawn Rakes, Conservatory of Music,	113 Chambers St. 81 5th Ave.		
rann, Enn, Frant. F. E	Books.	7 West 42d St.		
ray, F. J. & Co.,	Toy Furniture,	5 Murray St.		
reat American Tea Co.,	Teas,	31 Vesey St.		
Freen, Daniel & Co., Freen, S. H.,	Dolge Felt Shoes, Lock Corner Shelf Boxes,	44 East 14th St. 22 Park Place.		
rilon.	Yacht Designing,	29 Broadway.		
riswold, Madame, uard Mfg. Co.,	Skirt Supporting Corsets,	923 Broadway.		
uard Mfg. Co.,	Baby Guard,	81 Duane St.		
um Elastic Roofing Co., unther's Sons,	Roofing Felt, Furs,	39 W. Broadway. 184 5th Ave.		
utta Percha & Rubber Mfg. Co.,	Rubber Goods,	35 Warren St.		
all & Ruckel.	"Sozodont,"	218 Greenwich St.,		Gerald Daton.
all's Bazaar Form,	Dress Forms,	833 Broadway,		R. R. Appleton.
amourger & Co.,	Stationers' Sundries, Typewriters,	75 Spring St. 447 East 29th St.		Ì
lamburger & Co., lammond Typewriter Co., lampson, Ed. P. & Co.,	Engineers and Contractors,	36 Cortlandt St.		ŀ
lanley, John,	Cigars,	5 W. Broadway.		
ardman,	Pianos,	Hardman Hall, 5th Ave. & 18th St.		
arlem Reporter Co.,	Local Reporter,	203 East 124th St.,		Dr. L. Shepard.
arper Bros.,	Publishers,	Franklin Square,		H. Drisler.
arper, Francis P.,	War Books,	17 East 16th St.		
lart, Prof., lart, Wm. W. & Co.,	Remedy, Taxidermist,	80 Warren St. 11 Jacob St.		
lartshorn Shade Roller Co.,	Self-Acting Shade Rollers,	486 Broadway,		S. Hartshorn.
lasbrouck, W. W.,	Fine Writing Tablets,	536 Pearl St.		
aviland & Co.,	China,	218 5th Ave.,		Frank Haviland
azard, E. C. & Co., azard Powder Co.,	Shrewsbury Tomato Ketchup, Gunpowder,	West Broadway, 63 Pine St.		E. C. Hazard.
ealth Food Co.,	Farinaceous Foods,	67 5th Ave.		ļ
lealth Restorative Co.,	Febricide,	90 S. 5th Ave.		
lealth Supplies Co.,	"The New Treatment,"	710 Broadway.		
lecker Geo V	Locks, Self-Raising Flour,	106 Chambers St. 205 Cherry St.		
lealy, Chas. J., lecker, Geo. V., legger, Frank,	Photographs,	152 Broadway.		
lenderson. Peter & Co	Plants,	35 Cortiandt St.		
liggins & Seiter,	China and Glass, Elocution,	50 West 22d St. 232 West 34th St.		Prof. Hilliard.
liggins & Seiter, lilliard, Prof. Geo. F., limmer & Anderson,	Dry Batteries, &c.,	123 Chambers St.		Tiol. Hilliard.
limrod Mfg. Co.,	Asthma Cure,	191 Fulton St.		
liscox, F.,	Peck's Invisible Tubular Ear Cush-	853 Broadway.		
lobb, C. W. & Co.,	ions, Guide to New York City;	113 6th Ave.		
odsdon, C. F.,	White Cedar Boards for Boats,	742 Water St.		
logan, John J.,	Consulting Engineer,	232 Stewart B'ld'g.		
olmes, Booth & Haydens,	Wire,	25 Park Place.		M= Chan II. h
olt, Henry & Co., lome-Maker, The, Co.,	Publishers, Woman's Paper,	29 West 23d St., 44 East 14th St.,		Mr. Chas. Holt. J. Martin Miller
ome Insurance Co.,	Insurance,	119 Broadway,		D. Heald, Prest.
lopkins, Ferd. J.,	, Dr. Felix Gourand's Oriental Cream,	37 Great Jones St.		,
orseman, E. J.,	Sporting Goods, Brass and Iron Bedsteads,	341 Broadway.		
loskins & Sewell, louse G. R. Mfr. Co.	Electric Trusses	16 East 15th St. 744 Broadway.		
ouse, G. B. Mfg. Co., owson & Howson,	Electric Trusses, Counsellors at Law,	Potter Building.		
lub The	Trade Paper.	52 World Building.		
ubbard, Pratt & Co.,	Copying Press Moisteners.	uz Walken St		
lubert, C. G., lughes Bros.,	Kensington Twist, Envelope Machine,	85 Walker St. 75 Frankfort St.		'
lungerford Co.,	Coffee Roasters,	67 Pearl St.		
lunt, David & Co., lunt & Eaton,	Canned Goods,	148 Reade St.		
unt & Eaton, unt Engineering Co.,	Publishers Mechanical Devices,	150 5th Ave. 126 Liberty St.		1
lunter, H. M.,	Optician,	1145 Broadway.		
lurd, George B. & Co.,	Stationers,	77 Beekman St.		
luyler,	Huyler's Candies,	17th St. & Irving PL		
lygienic Concrete Co., ndiana Paint & Roof Co.,	Sanitary Health Preservative,	52 Broadway,		
ndiana raint & Roof Co., ndex Publishing Co.,	Rubber Rooting, Publications,	42 W. Broadway. 37 College Place.		
agersoll, R. H. & Bro	Dollar Typewriters.	65 Cortlandt St.		Chas, Ingersoli.
ngersoll, Sergeant Drill Co., mproved Elastic Truss Co.,	Drilling, Elastic Trusses,	10 Park Place.		1 "
mproved Elastic Truss Co.,	Elastic Trusses,	822 Broadway,		
N. H. & Co.,	Haley's Ink,	20 Howard St. University B'ld'g,		
nstitute of Accounts,	Society of Accountants,	Washington Sq.		A. B. Wool,
nternational News Co.,	Periodicals,	83 Duane St.		Mr. Tuff.

NAME.	BUSINESS.	ADDRESS. PLACE.	MAN IN CHARGE.
	NEW YORK	CITY.	
reland, John,	Books,	1197 Broadway.	i
Isaacsen, Adolph & Son, Ivers, M. J. & Co.,	"Sure Pop," Publishers,	92 Fulton St. 86 Nassau St.	
Jacot & Son,	Musical Boxes,	298 Broadway,	1
Jackson, Wm.,	Dry Goods,	Broadway, 9th and	
Jackson, Wm. H. & Co.,	Mantels and Grates,	10th Sts. 27 East 17th St.	
Igeckal A	Furs.	11 East 19th St.	1
Jacger's Sanitary Wool, Ignouse Trading Co	Underwear, Japanese Goods,	829 Broadway, 18 East 18th St.	
Jacger's Sanitary Wool, Japanese Trading Co., Jaros' Hygienic Underwear,	Underwear	831 Broadway.	
Javne, S. F. & Co.,	Real Estate Brokers,	254 West 23d St.	
Jenkins, Jenkins Bros.,	English Tailor, Valves,	304 5th Ave. 71 John St.	
Jennings, C. E., Jerome Extract Mfg. Co., Johns, H. W. Mfg. Co., Johnson, Chas. Eneu & Co.,	Rip Saws,	79 Reade St.	
Jerome Extract Mfg. Co.,	Fairy Breath Fruit Extract, Asbestos Steam Packing,	166 Duane St. 87 Maiden Lane.	
Johnson, Chas. Eneu & Co.,	Printing Ink,	47 Rose St.	
Johnson & Johnson	" Lonweiss,"	92 William St.	
Johnson, J. H., Johnston, Tallman & Co,, Jones, J. M.,	Jewelry and Silverware, Baby Carriages,	17 Union Square. 41 Barclay St.	
Jones, J. M.,	Stammering Cure,	Box 1602.	1
Jones & Holt,	Stationers,	Lincoln Building,	
Jooslen, C. H.,	Holland Cheese,	Union Square. 3 Coenties Slip.	
Journalist, The,	· · · · · · · · · · · · · · · · · · ·	117 Nassau St.,	Allen Forman.
Judge, Kablar D. & Sans	Publication, Comfort Shoes,	110 5th Ave., 813 Broadway,	Mr. W. F. Cook
Kahler, P. & Sons, Kamaofsky, J.,	Glass Blower,	369 Canal St.	
Larar Hanry	Ink,	16 Warren St.	
Kellnar, John A., Kellogg, H. S., Kellogg, Mme.,	Office Furniture, New York Educational Bureau,	113 Nassau St. 25 Clinton Place.	
Kellogg, Mme.,	Ladies' French Tailoring.	12 West 14th St.	
Kelsey, Fred. W.,	Trees and Plants,	145 Broadway.	
Keppel, Frederick & Co., Kidder Mfø. Co.	Fine Arts, Electro Medical Apparatus,	20 East 16th St. 820 Broadway,	
Kelsey, Fred. W., Keppel, Frederick & Co., Kidder Mfg. Co., Kilton, M. M.,	Plate Presses,	124 Baxter St.	
Kimballs, A., King, A. B., King, Philip Mills,	Pin Tickets,	42 Bond St. 87 William St.	
King, A. B., King, Philip Mills,	Office Stationery, White Goods,	84 Worth St.	
Kings Royal Germiteur Co.,	Remedial,	239 Broadway.	
Kirtland Bros., Kleinart J. B. Rubber Co	Watches, Dress Shields,	62 Fulton St.	
Kleinart, J. B. Rubber Co., Kliptein, A.,	Carmel Soap,	26 E. Houston St. 122 Pearl St.	
Knapp, Sheppard & Co., Knobloch & Co.,	Carpets,	6th Ave. & 14th St.:	
Knobloch & Co., Kachling & Fischedick.	Finger Rings, Bromiamed,	1193 Broadway. 19 Clinton Place.	
Kochling & Fischedick, Kopf, C. W. & Co.,	Pea Soup,	84 W. Broadway.	
Krogsburd, Wm., Kumke,	Engraver and Die Sinker, Furrier,	52 Fulton St. 109 West 21st St.	1
Lace Back Suspender Co.,	Suspenders,	57 Prince St.	1
Ladd, Alfred W.,	Electrical Equipments,	44 Broadway,	
Ladd & Coffin,	Lundborg's Perfumes,	Barclay & Church Sts.	W S. Douglass
Lafayette School of Languages,	School,	125 5th Ave.	
Laffand & Rand Powder Co.,	Powder, Church Furniture,	29 Murray St. 59 Carmine St.	
Lamb, J. & R., Lambie,	Book Stands,	39 East 19th St.	
Langfeld Bros. & Co.,	Fine Leather Goods,	530 Broadway,	!
Lange, G. H. & Co., Lawrence, B., Stationery Co.,	Chic Dress Lifter, Stationery,	108 West St. 224 Centre St.	
Lawrence, Prof. J. A.,	Catarrh Cure.	87 Warren St.	1
Lawrence, Stephen Braincrd,	Decorative Architect,	43 East 21st St.	
Lawson, A. M., Lawton & Co.,	Bickford Family Knitter. Simplex Printer,	20 Vesey St.	
Lee & Perrines,	Worcester Sauce.	22 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	1
Leach, Sewell & Sanborn, Le Boutillier Bros.,	School Books, Dry Goods,	14th St.	0
Leclanché Battery Co.,	Batteries,	111 East 13th St.	1
Leclanché Battery Co., Leeming, Thomas & Co.,	Nestle's Food.	5 Beekman St.	
Leggatt Bros., Leggett, Francis H. & Co.,	Books, Rae's Lucca Oil.	81 Chambers St. Frank'n & W.B'way.	I .
Leonardo Association,	(Portraits,	101 West 21st St.	i i
Leslie Mrs Frank	Publisher,	110 Fifth Ave.	
Liantard, A. M. D., Libbey, W., Son & Co., Liebenroth, Von Auwd & Co.,	Veterinary College, Cut Glass.	139 West 54th St.	
Liebenroth, Von Auwd & Co.,	Blank Books,	48 Franklin St.	T.
Lidgerwood Mfg. Co.,	Hoisting Engines,	96 Liberty St.	







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Dodd's Advertising Agency. Boston,

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ART IN ADVERTISING

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"	" (quarte	r) "			-		135.00
Last	" F	er mo	nth,	-	-		-	75.00
Second	"	"		-		-		75.00
Inside	"	"		-	-		-	50.00
"	" (l	nalf)	per n	nontl	ı,	-		25.00
"	" (luartei) "		-		-	12.50

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Art in Advertising Co.

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Rates:—\$75.00 a page; half page \$40.00; one quarter \$25.00; 2d page of cover, \$100.00. Forms close August 20th.

ART IN ADVERTISING CO.,

80 FIFTH AVENUE, NEW YORK.

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MAYFLOWER.

Advertisers may secure a good business investment by placing a yearly order with us NOW.

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JOS. J. DE LONG,

Manager, 89 Tribune Building, NEW YORK CITY.

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Gunning's Out-door Displays.

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To whom it may concern:

Thereby certify that the publishers of the American Farm
News have paid this office postage upon their regular monthly
editions for the past eight months as follows, as shown by the
records kept in this office:

November	1891	issue	\$100.18
December	• • •	**	134 14
January	1892	••	134 85
February	• •	**	100 87
March	**	••	115 64
April	**	• •	110 12
May	• •	* *	118 92
June	**	• •	93 28

\$926 00

The papers all go out in single wrappers.

Very respectfully, W. B. GAMBLE, P.M.

As the AMERICAN FARM News for each of these months contained 20 large pages, except June, which had 16 pages, and weighed, with the wrapper, seven to the pound, the above is official proof of the issue and distribution of our actual edition of 67,156 copies mailed in eight issues, making an actual average of 83,395 per month.

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THE WORLD!

6

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Keep in mind the fact that the Great Western Family
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GANNETT & MORSE CONCERN, AUGUSTA, ME.

W. T. PERKINS, - 23 Park Row, - New York Manager.

Art in Advertising



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OF

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[November and December]

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The Well-Bred Girl in Society

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and articles, poems and stories by

REV. JOHN R. PAXTON, D. D.
MARY E. WILKINS
LUCY HAMILTON HOOPER
EUGENE FIELD
and MARIE ROZE

O

Advertising forms close six weeks in advance of date of publication.

THE LADIES' HOME JOURNAL
Philadelphia, Pa.





Entered at the Post Office at New York as second-class matter.

VOL. VI.

SEPTEMBER, 1892

No. 1.

Published by The ART IN ADVERTISING Co., 80 FIFTH AVENUE, NEW YORK. H. C. Brown, President. Russell Doubleday, Business Manager. Elisabeth L. Sylvester, Editor.

ISSUED ON THE FIRST OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.

TO THE NEWSDEALER.

WE offer you a chance to earn one hundred dollars.

This amount will be given to the news-dealer who will write the best article on the following subject:

What I would do if I were a publisher to increase the sale of my periodical on the news-stand.

As a suggestion we would submit the following points:

Should copies be made all returnable, part returnable, or not returnable at all?

Do posters keep the sale?

What size should they be?

What kind of advertising matter can the publisher supply that will be most available for your use?

What are the best means of reaching the reading public in your immediate vicinity?

Does the distribution of sample copies help or hurt the sale on news-stands?

Newspaper advertising is probably the method generally employed by publishers to "sell periodicals." Posters, circulars, pre-

miums, guessing contests, etc., are some of the other devices adopted to boom circulations. At the bottom of the whole matter lies the newsdealer—some twenty thousand of him—through whose hands pass four-fifths of all the periodical literature that reaches the public. "To sell periodicals" is the newsdealer's business—his bread and butter—and if anyone knows "how" he ought to. Will not the newsdealer please step forward and let us into the secret?

A copy of this number of ART IN ADVERTISING has been mailed to every newsdealer whose address we could secure. The competition is not limited to the owner of the business, but is open to any employe as well. The only condition is that he shall be regularly employed in the business, and may only serve a route for that matter. He is not required to subscribe to this paper.

There will be no second prize. The hundred dollars will go to the man whose article is adjudged the most practical of all. The judges will be selected from the leading publishers in the country, and will comprise representatives of *Harper's*, *Scribner's*, *Century*, *Ladies' Home Journal*, and others.

Articles must be received on or before October 15, 1892, and should not exceed twenty-five hundred words in length. A decision will be given and the prize awarded in the November number.



This paper depends upon a legitimate list of subscribers for its support. It has no exchange list or sample copy or dead-head list of any kind.

It offers no inducement beyond the paper itself. If it seems worth the money to you, kindly enclose a dollar for a year.

The present sample copy edition is in accordance with our usual custom at the beginning of the subscription season and is an exception to the rule.

The price of the paper is \$1.00 per year, 3 months for 25c.

Your subscription is respectfully requested.

"FAR FROM THE MADDING CROWD."

STREET cars in Philadelphia run only one way on a street. When you want to go the other way you have to take a car on some other street, or walk.

Two car lines pass Wanamaker's big store, but no car ever passes it without stopping. By arrangement with the companies every car is halted in front of Honest John's, and the conductor sings out: "Wanamaker's!" Strawbridge & Clothier, Wanamaker's closest competitors, also avail themselves of this verbal style of street car advertising in addition to the cards which they have in the cars themselves.

On the top floor of the Wanamaker establishment I found Mr. Gillam, who writes and manages the Wanamaker advertising and the monthly publication, Book News. Mr. Gillam is an exceedingly busy man who receives a salary variously estimated at from ten to fifteen thousand dollars a year. He is a rapid talker, and his spoken sentences are as crisp and pointed as those which he employs in his announcements of bargains in *crêpe de Chine*, organdies, and other Chinese puzzles. All of the Wanamaker advertisements are set up in Mr. Gillam's office and proofs are sent to all the papers except the News, which is the only Philadelphia daily that does not receive the Wanamaker advertising.

At Strawbridge & Clothier's, Mr. Verree manages the advertising. Mr. Verree's predecessor, Howard Ireland, has just returned to the advertising field after an absence of several years, and is at present engaged in exercising the functions of general advertisement writer and in booming a new brand of whiskey. Mr. Ireland is a pleasant man to meet. He is an authority on

Philadelphia newspapers and an expert judge of dogs.

At the office of Partridge & Richardson, Mr. Snyder presides at the advertising desk. Mr. Snyder is a young man of some thirty summers, who was formerly connected with Texas Siftings and more recently with the Philadelphia Press, where he edited the funny column. He is the author of many of the Starkey & Palen advertisements, but his best work has been done for Partridge & Richardson, for whom he devised the famous "See that hump" series f advertisements. He is at present actively engaged in preparing for a fall campaign that promises to sweep all humpless hooks and eyes out of the market.

Another young man who has been doing some clever advertising is Henry Russell Wray, assistant to Colonel Frank N. Barksdale, advertising manager of the Pennsylvania Railroad. Mr. Wray is a man of excellent taste and a lover of good pictures and poetry, and occasionally writes some clever verses himself. He is still a bachelor, but it is said will soon wed one of Philadelphia's fair ones, in which he emulates the good example of Mr. Bok, of the Ladies' Home Journal, whose friends are congratulating him on his engagement to the daughter of Lydia Pinkham, an item which has been lately going the rounds of the press but which is only a joke of Eugene Field's.

Frank Siddall, who writes all his own advertisements and thinks "yaller" soap the

only kind fit to use, is in Europe with a party of eight or ten prominent Philadelphians as his guests. The party expect to travel as far as St. Petersburg before returning.

Mr. Charles C. Hires, who manages the Hires' Root Beer advertising for his firm, is jubilant over the result of their recent campaign. The increase in business over last year's advertising has been something enormous, but the Hires are generous advertisers and deserve success. During the past three months—June, July and August—they have spent \$150,000 in advertising. A branch office of the firm has recently been opened in London.

The newspapers all seem to be prospering and are carrying a fair line of business for the season. Mr. Harrington Fitzgerald, publisher of the *Item*, has just launched a sixteen-page Sunday edition to be sold for one cent. This, I believe, is the first one cent Sunday paper ever published in this country. The first number went off very well.

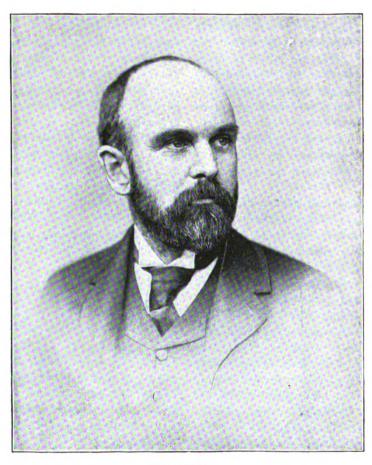
Mr. McLean, of the *Press*, is away on his vacation.

At the office of the Ledger I found Mr. Wilfred Patterson, who had just returned from a business trip to New York. The Ledger is the paper Philadelphians swear by and is one of, if it is not actually, the best paying newspaper property in the United States. Mr. Patterson, whose sole ambition is to be truly good like Mr. Childs, manages to keep the paper full of good, paying advertisements, but the rule forbidding the use of cuts of unusual display is a severe handicap to him. Without this restriction the patronage of the paper could easily be increased fifty per cent. in six months.

WILLIAM PENN.

REKRING TERM





MR. SCOTT.

The new President of The Century Company.



I AM sorry that I no more appreciate the story with foreign interpolations than I do the dialect story of the Canadian Northwest. Constant reiteration and diligent study of the dialect story, however, has taught me that when the author says "'spec-nmb, striz neck fizz boom," he means "Ah! Clarissa, no one will ever know how much I love thee!" but the mongrel story is something more curious than that even and produces a mental exhilaration which diffuses its gentle influence with about the same success as a boiler factory.

In Yonkers and England, where French is spoken with the same ease and felicity with which a stevedore falls down the hold of a vessel, the Gallic tongue is cummey eel faw in song and in story. Yet to the average American a French word is absolutely unintelligible and when I run across them myself I always substitute "bang" and skip along, trusting to have the meaning reveal itself in the course of the story.

This method, however, has its disadvantages. It is not pleasant, for instance, to read that

There was a big difference, and I said: "No, siree! Pas un tonnerre!" bang! bang! bang!

I trust, therefore, that we will have a cessation of these freaks in literature, and return once more to the good old stories where the girl is always irresistibly charming and love is three feet deep all through the book.

"Curly Locks, Curly Locks, will you be Mine?"

GILBERT K. HARROUN, the well known Controller of the Mail and Express, is a well preserved, broad-shouldered man, easily able to cope with the many perplexing questions that come before him. It is an office that does not exist, I believe, in any other newspaper in the city, but has its counterpart in the business and executive departments of the others. The amount of detail falling to the Controller's desk, therefore, is enough to appall the ordinary worker and Mr. Harroun's success in this department would have been impossible but for the experience derived from his own business years ago when accumulating a fortune as a printer and publisher on his own account.



MR. HARROUN.

Mr. Harroun has something of the old Methodist exhorter in his manner and puts his hand on your shoulder when he talks. He is a tireless worker, full of energy and a master of detail. He possesses Col. Shepard's confidence to a great degree and always talks in a stage whisper about the merits of the Leading Evening Paper.



MR. TURNER.

GEORGE W. TURNER is a man whom I never met and probably never will, so what I place on record of this bustling, picturesque figure is only a reflex of the impression his own work has created on my mind during the years he has been in New York.

He came originally from Boston, I believe. Mr. Pulitzer was looking for just such a man and mentioned it to his friend, Col. Taylor, of the Globe. Col. Taylor, so the story goes, with rare magnanimity, told Joseph that he had just the man and spoke of Mr. Turner. The result was that in due time George was installed as business manager of the World, at that time in its swaddling clothes.

That much of the story is legendary, and is either false or true. I don't know which, and don't care. The true part is that Tur-

ner was with the World from the start and that since his withdrawal the World hasn't been able to navigate worth a cent. As to the real value of Mr. Turner's work there will always be a dispute. For my own part I am free to confess that the whole city would have been infinitely better off without the World, but that, of course, is a matter of individual taste. Some people swear by the World and some people, like myself, swear at it. And according to my way of looking at it Turner's brilliant management of the business department enabled the management to push the circulation, which they did with a vengeance. Consequently I feel that Turner is primarily responsible for the deluge of filth under which the town has staggered for so many years.

About the same tactics are pursued by Mr. Turner in his *Recorder*. He will probably score another magnificent triumph in journalism (?) (Heaven save the mark) and in due course of time will erect a building compared with which the original Isaacs will never know he has one.

I suppose the Recorder is a good paper and has a good circulation. There seems no reason to doubt the, latter for there are schemes enough in every number to float even an American Tin Mine; and the paper is bright, newsy and readable. It doesn't happen to be my style of a paper, and naturally enough I can't crack it up. But there are a great many people a good deal smarter than I who buy and read it and think it great. So Mr. Turner is in a position to be congratulated.

Mr. Brown, of the Stephen Ballard Rubber Co., has done himself much credit in the advertising matter which he has published lately. The little booklet entitled "A Few Points on Hose," is very clever in both text



and illustration, and shows that Mr. Brown could have made his mark as a writer of advertisements, or as they are pleased to term themselves nowadays, Idea Bringers, Business Builders, Idea Factors, and the rest of that idiotic series.

* * PATRICK FARRELLY.

Supposing a new journal is to be started or an old one rejuvenated, and advice is sought as to its possible sale; probably the first man thought of in this connection is Patrick Farrelly of the American News Company, of New York. For years Mr. Farrelly has been industriously written up and pictured, all of which he has taken with great good nature. It has been my good fortune to have known him for many years, to have argued threadbare the "return privilege," the "rights of the dealer vs. the rights of the publisher," the question of "rate cutting," etc., etc. I have yet to see the manager of this great Company flustered or bothered. He will talk to a bore just long enough to convince him that Mr. E. T. Carr, his right hand man, has really the matter referred to at his finger ends.

To a man who wants to find out something which Mr. Farrelly doesn't care to tell, he will talk apparently to the point, and say absolutely nothing. In matters of advice, for which he is constantly asked, he goes as far as the facts are certain, but when the point of a speculation comes, he has a great way of saying in a self-depreciating way that "really, you have studied the matter so carefully that your own judgment is much the better." For years he sat in the main office in the most conspicuous position, where every crank and busybody could talk to him, leaving no chance of escape, but when he was away at one time (in Europe, I think,) his

assistants took the opportunity to make a private den for him.

And truly it is a great den, a place for business. A few publishers' samples are on the shelves, and on the desk neat packages of papers, perhaps in enormous clips, but always painfully precise. I suppose there is not an office in the country where so many publishers of periodicals are wont to visit, and scarcely a literary enterprise is thought of before its originator brings its plan to be set forth in this small room. It would have been hundreds of thousands of dollars saved if many of these enterprising schemers had confided their plans to the modest soft-coal fire which burns here in cold weather.

Mr. Farrelly, I believe, lives in Morristown, New Jersey, and owns a building there known as the Farrelly Block. He is a devout and strict Catholic and a great man to carry his point. That is why the American News Co. grows on more and more year after year.



IS MR. FARRELY IN

Fulkum

RETAIL DRY GOODS ADVERTISING.

T scores of offices the

time of the person whose duty it is to look after copy is so fully occupied with the ordinary routine of business that it becomes almost impossible to give that attention which the subject demands, and without which the expenditure becomes a loss instead of a profit. such cases resort must be had to outside talent—the artist

and the advertisement writer—both professionals; the latter, a product of modern business exigency, who has been called into existence solely by the recognized demand for capable work in advertising.

Within the last few years a number of men have adopted this profession, and among them are some of the brightest minds devoted to the service of any business. That chatty style of writing, so much in vogue among the dry goods men throughout the country at present, originated in Philadelphia, and is known as the Powers School. There must be something peculiarly sympathetic with this style in Philadelphia, for it has never yet been attempted successfully in New York, where we still wander about in the dull and danky past with its hackneyed phrases of Positive Bargains! Great Bargains!! Unparalleled Bargains!!! and so on to the end of the story. That other shop worn clause of "Selling out below cost," and of \$10.00 goods going for 39 cents, is also a pet phrase in New York, and if you can find anything more dismal, more stultifying or more uninteresting than the average New York dry goods announcement, I have yet to see it.

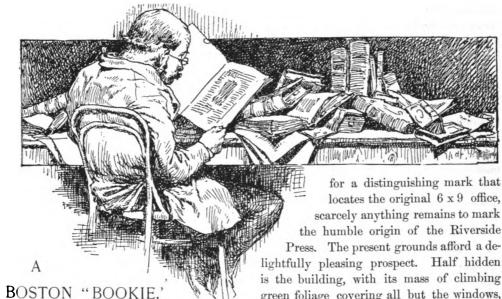
Of course I don't say that all this imitation Wanamaker stuff is good; far from it. Most of it is meaningless chatter. verbosity is not what is required. No one likes to be caught in a wind storm, and that's about what nine tenths of it amounts to. It is the faculty of investing your words with a selling quality that tells. And a writer without ideas is like a man without a name. Later on in the Wanamaker business sketches were introduced and the effect was instantaneous. Current events, Foreign News, Gossip of the Day and everything of human interest was portrayed by skillful draughtsmen, and the advertisements took hold of the popular fancy in a manner that was simply irresistible.

The main point necessary, it seems to me, is to be as timely and pertinent in your announcements as possible. Umbrellas and mackintoshes for a wet day, fans and sunshades for a hot day, and woolen goods for a cold one.

Advertising in retail dry goods stores is absolutely essential and can be made entirely successful if approached in the proper spirit.

ADAMS' PEPSIN TUTTI-FRUTTI
RELIEVES THAT FULL FEELING
AFTER EATING.

What is needed more is something that will relieve that "full" feeling after drinking.



"Or making many books there is no end," quotes a bookbinder in New York on the top of his letterhead, but discreetly suppresses the balance of the paragraph, "And much study is weariness of the flesh."

Foremost among the productions that cause the bibliophile to pulsate with suppressed excitement are the many creations of the Riverside Press, at Cambridge. Wherever the imprint of Houghton, Mifflin & Co. appears one may anticipate with reasonable certainty a book that will not alone delight the mind, but please the eye as well. Mr. George Mifflin, under whose charge the work is carried on, is perhaps the most accomplished bookmaker the art has ever created in this country.

The whole aspect of the Riverside Press suggests taste and skill. The quaint old almshouse that first sheltered the modest plant of Mr. H. O. Houghton is lost in the imposing additions that have been added to the grounds from time to time, and but locates the original 6 x 9 office, scarcely anything remains to mark the humble origin of the Riverside Press. The present grounds afford a delightfully pleasing prospect. Half hidden is the building, with its mass of climbing green foliage covering all but the windows, its close-cut lawn and the few straggling trees that denote the one time existence of an apple orchard. It is hard to realize the pitiless grind of business going on behind these leaf-embowered walls, and but for the steady rhythm of the presses one could well imagine himself far from the busy haunts of men.

With such an exterior it is not surprising to find a similar spirit prevailing inside. Mr. Mifflin modestly disclaims any credit for the advancement of the binders art in this country, but we, who know better, can safely dispute his position. Recent achievements are still too fresh in the minds of the book lover to admit any such contention. "Hiawatha," with its moccasin cover, by Mrs. Whitney, and its wealth of Indian sketches by Remington, depicting, as it has never been attempted before, the life and environments of the fast disappearing race, was a distinct addition of a peculiarly valuable kind to the literature that pertains to our own country. In this connection it is worthy of note that the Riverside Press have almost an exclusive control of our great American authors, and their list includes all the poets without exception. Truly, an American and a Boston house in the best sense of the word.

Some of the holiday books now in course of preparation will doubtless excel all previous efforts. There is an edition of Whittier on English hand-made paper, which makes one of the most exquisite volumes ever printed. Then there is a book by Walter Crane, in colors, which shows this artist in his best possible vein.

Mr. Mifflin is a well-built man who owns he is forty-five, though he could readily pass for ten years less. A feature of the Riverside Press is the large number of Harvard men in it who have risen to important positions. Mr. Mifflin is a thorough-going Bostonian, with a due regard for New York as a purely commercial centre. He is tall, with a pair of massive shoulders, and the genial disposition that accompanies a sound mind and a sound body.



ONE OF MR. T. B. BROWNE'S DESIGNS

THE ALDINE CLUB.



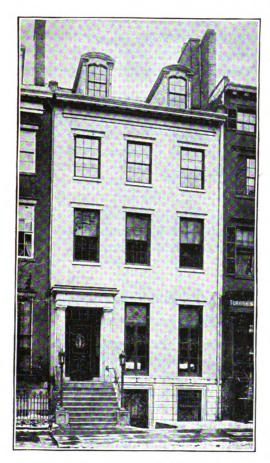
In one of New York's side streets which begins and ends in a block, and that contains more of the ancient character of the town than any other I know of, stands the modest,

unpretentious building of the Aldine Club. Lafayette Place in ye olden time was the scene of many a royal gathering, and the square fronted, high stooped dwellings sheltered the leading lights in society. Across the street from the club is the many fluted portico of the Colonnade House, where Alexander Hamilton was wont to stop, and a few doors to the right on the other side is the famous Astor Library—perhaps the finest reference library in the world in some respects, but which is kept hermetically sealed during the hours it would do the most good.

The upper end of the street is guarded by Mr. Joseph J. Little's establishment, and the lower by Mr. De Vinne's. The offices of the Christian Union, the Churchman, the Critic, the Review of Reviews, and a score of other publications dot the approach to the Club, and a coy brass railing which always seems engaged in a desperate attempt to ignore itself, marks the entrance to the building itself.

The Club is interesting chiefly because it makes no pretentions whatever, and yet puts under its mahogany the legs of more distinguished men at its monthly dinners than any other similar organization in the city. It is a club for Authors and Publishers, say the Authors, and a club for Publishers and Authors, say the Publishers; now that the Fellowcraft has joined them, the latter will doubtless settle the controversy by calling it a club for artists alone.

All three are well represented, and the roll includes also many well known journal-



HOME OF THE ALDINE CLUB.

ists and clergymen, but as a matter of fact the Club belongs to the Appletons.

In this arrangement of the trades, as it were, I am treading on delicate Aldine ground, and it recalls a story told by Mr. McElroy, of the *Tribune*, at a recent dinner.

"Years ago," said he, when the chair had corrected this eminent journalist, who persisted in saying Authors and Publishers, "Years ago on the Mississippi, I was trav-

elling on a river steamboat that picked up a stranded company of players on the way. Pretty soon we were hailed by a passing boat and asked what we had for cargo. "Manure and Actors," bawled the captain. By and by we passed another, and in response to the same query, the captain again spread before the world that his cargo consisted of "Manure and Actors." When the third vessel hove in sight the Captain felt a tug at his elbow, and saw the leading man standing at his side.

"Are you going to tell this party also what our cargo consists of?"

"Yes, I guess so."

"Well, if you haven't any objection, will you please say "Actors and Manure," instead of "Manure and Actors?"

It is hard to say which profession dominates. The publishers point to the Harpers, the Scribners, the Appletons, the Century, the Barnes's, the Woods, and a host of others. The authors point to Howells, Page, Stockton, Crawford. The artists to Dana Gibson and Edwards, and the clergy to Lyman Abbott and Bishop Potter.

The President of the Century Co. is only Treasurer of the Aldine Club. Mr. Frank R. Stockton is President, Mr. Alfred C. Barnes is Vice President, and Mr. Frederick A. Stokes is Secretary.

As is usual in all well regulated clubs, there is one man who fills the important office of Moving Spirit. This office is not down on any of the printed constitutions, but it exists, nevertheless, and so Mr. H. T. Thomas, who spends most of his time helping Stanley to get something out of "Darkest Africa," fills an important position. Mr. Thomas wears a beautiful chased ring given him in recognition of his services to the Club, of which he was one of the charter members.

SNAP SHOTS BY THE OFFICE KODAK.



ANXIOUS SUBSCRIBER: "You are mistaken—Fahrenheit is not a synonym for Fair-n'-hot.

SHOULD be looked into-the telescope.

FATAL.

- "DID you make any pleasant acquaintances on the steamer?"
 - "No-not one."
 - "How's that?"
 - "I took a camera with me."

THE burglar has "taking" ways, but he is not a popular man.

A CLOSE call—the one you make on your next door neighbor.

A CHANCE acquaintance—the one who sells you a lottery ticket.

TOO PERSONAL.

CHAPPIE: "Would you say I had an intelligent face, Cholly?"

CHOLLY: "No, not if I had any regard for the truth. Why?"

CHAPPIE: "Miss Budsey said last night that a beautiful face without intelligence had no attraction for her, and it sounded so awfully personal, you know, I didn't know which way to look."

NEVER tell one friend of your quarrels with another. It may confirm his suspicion that you are hard to get along with.

AN ACCOMPLISHED WAITER.

(Overheard in German restaurant.)

AMERICAN: "Ein glass bier."
WAITER: "Oui, Monsieur."

A. "Ah! Parlez vous Français?"

W. "Yah, mein Herr."

A. "German, also?"

W. "Yes, sir."

E. L. Sylvester.



THE CLOSE OF THE SEASON.

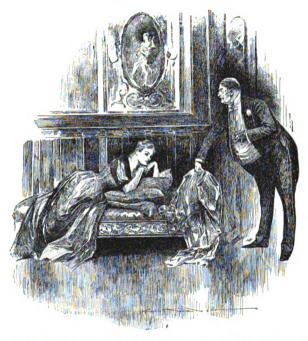
THE CENTURY DICTIONARY.

In the various advertisements which I have seen of the Century Dictionary particular stress is laid on the immense practicability of this work. And to emphasize this point is, to my mind, a rather difficult task.

A dictionary in the ordinary acceptance of the term means a book that defines words. encyclopædia is a book that gives a little information on every possible subject. the Century is essentially the one, it is also the other, but in a different and, I think, a more practical way. For instance, one does not always know where to look for a thing in an encyclopædia while in the dictionary that difficulty cannot exist. The instant the name is known to you there is no difficulty in finding its definition.

But it sometimes happens that the subject in question is known in a general way, but when one is specifically asked to give a little more about it, the exact scientific or correct name is not always known and difficulty arises in tracing it. For instance, if a dispute should arise as to what were the primary

colors, how could you find it in the encyclopædia? Only by a search through all the seven colors, and if you didn't know the seven you would have a hard time to find them out. Now in the Century, under the word color, are given the seven primary colors in addition to the Latin, Greek, Hebrew, Sanskrit and other useless origins of the word. I don't mention colors as a specimen case, or to argue that an encyclopædia is not as good as a dictionary, for I don't take that view, but in the Century Dictionary there is stored away an immense deal of practical information under the guise of a book of



HE: "But I shan't give you up, Miss Anne. You know that "In the bright lexicon of youth there's no such word as fail."

SHE (pointedly): "True. But you should consult the Century Dictionary."

(A thousand dollar ad, for nothing in Life.)

definitions that is never suspected until a man has bought the book and found it out for himself. It doesn't seem to me from the casual examination I have given the dictionary that there is a single professional, scientific or business man who could not well afford the price of the Century a dozen times over.



By Mme, La Buncum.

SEND us your signature or a sentence in your own handwriting and your character will be correctly read free of charge.

A good sentence to write would be, "Enclosed please find \$1.00 for a year's subscription from date"—then sign your name and drop the \$.

3. The subscription is not necessarily for publication, but merely as a guarantee of good faith.

MMammen

This handwriting indicates its possessor to be of a retiring shrinking disposition, naturally diffident and shy. He is of rare magnetic presence, however, and can draw tiers from a Metropolitan Opera House box.

He is also a man of strong emotional character, and if he was not a publisher would probably be a dear pastor or a missionary. Sweetness and light are his strongest characteristics.

This handwriting indicates a gentle na-

This handwriting indicates a gentle nature easily perturbed and sensitive to an almost painful degree. Great care must be taken not to speak in a loud voice in his presence, or to worry him with observations on people who build big buildings. His fine nature revolts at such vulgar every-day occurrences, and he does not care to be re-

minded that he is doing such a commonplace thing.

The writer has literary perceptions of a high order, and has in all likelihood a strong desire to win fame as an author. He is candor itself, and his affections are warm and deep.

CSN onghtaling.

There is an underlying current of coyness in this handwriting which indicates that the writer has almost a horror of notoriety, and would have a spasm if he saw his name blazoned forth on the dead walls of the city.

He is evidently a leader in what I might term the dancing set of men, and probably spends his evenings leading the German. He dresses in exquisite taste, smokes Red

Cross, eats Luncheon Beef and drinks Hires' Root Beer. He is a millionaire.



ADVERTISING FOR RETAILERS.

UMBRELLAS.



THERE is no single umbrella made in this country at present that instantly occurs to the mind of the purchaser who may be in want of such an article. Among the trade there are, of course, certain firms like Wright Bros. and Amasa Lyon, whose goods are well known, but one rarely hears a retail customer ask for a particular make as you hear Dunlap hats, Knox hats, inquired for, Fair and Square Ribbon or De-Long Hook and Eye. And this is because there is no one advertising this article of universal wear to the exclusion of everything else.

In the city of Glasgow there is at present an umbrella that is so well known that no sooner is the subject discussed than "Drooka" occurs to the mind of all present. Mr. Joseph Wright was not always a large manufacturer and his great business to-day in so staple a commodity is proof that, with proper attention, advertising umbrellas may be made immensely profitable.

Mr. Wright uses the local papers very largely, particularly the weeklies which have a large circulation in the city. While the weeklies have more or less a national circulation, yet the greater part, by far, is adjacent to and in the city of Glasgow, so that his two handsome retail stores are easily accessible. Occasionally his advertisements appear in the great London periodicals, but his main efforts appear to be confined more nearly at home.

Aside from his newspaper work Mr. Wright is fertile in ideas that direct immediate attention to his wares, and that creates business at once. It is a custom for him to present any great person visiting the store with a Drooka. Thus, if the Queen visits Glasgow she carries away a specially designed Drooka, with the compliments of Her Majesty's Humble Servant J. W. As soon as the good old lady has retired to Balmoral the enterprising Joseph puts a neat looking card in the window attached to a still neater looking umbrella, containing the information that this is a

DUPLICATE OF THE
"DROOKA"
PRESENTED TO HER MAJESTY THE QUEEN
PRICE....

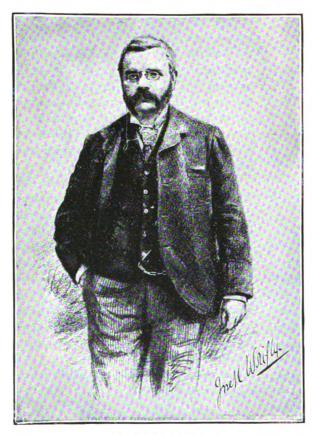
It is quite a laudable ambition to possess an umbrella the same as the Queen's and the worthy Scotchman is enabled to supply the demand without trouble whatever.

And so on it goes all through the list. If you are an admirer of the Prince you can



have an umbrella the same as the Prince's. If Gladstone, or Salisbury, or Connie Gilchrist, or Henry Irving it makes no difference.

We present a picture of Mr. Wright, which I found in one of the Glasgow papers which is fond of printing local celebrities.



MR. JOSEPH WRIGHT.

SOME THINGS WELL DONE.

THE EVENING POST, New York. An artistic little pamphlet which correctly describes the *Post* as "A Literary Newspaper."

The Recorder's circulars sent to advertisers.

LITHOGRAPHIC NOTES.

Perhaps the building that most interests the Lithographic canvassers is the Aldrich Court at the lower end of Broadway, where work can be found almost any day to keep a press busy. A very choice assortment of

buyers of the child-like, modest and bland variety here make their head-quarters, and the orders given out by the various departments of the American Tobacco Co. are sufficient to keep the red flag from the door of the needlest lithographer. I knew a man once who bought a yacht from the profits of one order, and another who bought a newspaper. They both got stuck. But alas for the days that are no more; brother Burrows has lately been employed to sit down on lithographic estimates.

Mr. E. W. Russell entertains the stroller who would fain book an order for Piper Hiedsick Plug. All the doors are marked

PRIVATE

and you send in your card on a silver salver by a young man in livery. To good Democrats like Mr. Mills, Mr. Knapp, Mr. Cammeyer, Mr. Fullgraff, Mr. Griffiths, Mr. Harris, Mr. Nostrand and myself, this is a trifle annoying.

Mr. Russell wheels around quickly in his chair, greets you cordially, and you feel so much at home that you forget all about the silver salver and the dreadfully stiff young man in livery. It all comes back, however, when the door closes behind you, and the order that you looked for hasn't materialized.





MR. D. O. WRIGHT.

Mr. Russell is a Quaker, I believe, and can turn your picture to the wall with a grace and *finesse* that is beautiful to behold. That's right.

Mr. E. W. Mapes, who has charge of the Fine Cut Smoking, has done what he could, assisted by "Hote," to let the country know that there are other tobaccos in existence than Mastiff. Mr. Mapes has also a silver salvered appendage, but when you once run the blockade it is worth all the trouble. Mr. Mapes is usually buried in correspondence and a favorite trick of his to get rid of an unwelcome visitor is to come to the corridor himself with a bunch of letters in his hand and a pen behind his ear. Nothing else will quite so deeply impress a man with the idea that you are using valuable time than this pen and letter trick. Mr. Mapes is also a past master in the art of Turning Down.

The office (also PRIVATE) of Mr. D. O. Wright adjoins that of Mr. Mapes. Mr.

Wright is the heavy villain of the play and supplies all the tragedies. If a Cigarette idea doesn't pass Mr. Wright, the poor thing might as well give up the struggle for existence.

Mr. Wright is a quiet, unassuming man, but is regarded by the trade as having a pretty good idea of what the business needs in the line of advertising. He is quick to see whether a scheme has anything in it for them, and the lightning like rapidity with which he reaches a decision, especially if it is an adverse one, is astonishing. Mr. Wright was at one time a newspaper man, but to the intense relief of all concerned resigned and entered the tobacco business. He is tall, well built, and when he winks the other eye something has to drop.



On motion of the editor Mr. Duke, Mr. Ax, Mr. Kimball, Mr. Marburg, Mr. Brown, Mr. Kinney and Mr. Gunter will be laid on the table till the next number.

HENRY COLORMAN.



A SUGGESTION.

A REVIEW OF REVIEWS.



HE August number of the magazines presents but little that is new or striking in the way of advertising. In view of the recent state of the weather, however, we feel that we should not be too critical in our comments.

We note in the *Century* an attractive half page by the E. Howard Watch Co., also the carefully prepared and business like quarter pages of the Binghamton Wagon Co., Curtice Bros. (Canned Goods) and the Helvetia Milk Condensing Co.

Ayer & Son, of Philadelphia, occupy a full page and invite our attention—rather rashly—to a second-rate drawing supplemented by a fourth-rate "pome" in which "at it" is supposed to rhyme with "habit." (N. B.—Try rabbit next time, Mr. Ayer, or grab it.)

Henry S. Northrop (Stamped Metal Ceilings) has a well executed half page, while A. Northrop & Co., also in the ceiling business, occupy the same amount of space less brilliantly.

In Scribner's we commend the full pages of the Robt. Mitchell Furniture Co., and that of Darlington, Runk & Co., Dry Goods.

Packer's Tar Soap sets a good example in a really charming half page.

The Ladies' Home Journal has an interesting page in Harper's.

Spaulding & Co., Hostetter's Bitters, and Packard and Field have good half pages. We note, with regret, the unusual number of poor half-tones, among which may be mentioned that used by Wells & Richardson Co., The Reed & Carnrick quadruplets, and the drawings presented respectively by The Union Pacific Fast Mail, The Densmore Typewriter Co., The Columbia Typewriter, Armour's Packing Co., Kansas City, and Hartshorn's Shades.

Among the smaller advertisements there is a painful need of new cuts and general arrangement. Ewing Bros. (China Dealers) Higgins & Seiter, The Stillbona Co., and F. A. Sinclair, Chairs, Settees, etc., may be mentioned as instances.

With the coming of the cool weather and the opening of the fall trade we shall look for many new designs and a general furbishing up of all the old ones.





Homes Homes Homes	Homes Homes Homes	EMPS · HO	Apes .	좕	ુ આ	00g	S.HOMes	SHOMES
ELE	VEN	HU	N	DR	E	D	THOU	SAND
Homes Homes Homes	Homes Homes Homes	₹ ₇₀ 85.HC	Wes.	Homes	Homes	Homes	F.Homes.	Homes

That vast human majority which includes neither Prince nor Pauper, but which is made up of the mighty millions of the middle classes whose combined purchases exceed a thousand fold the purchases of all the rest of the world put together—that is the class of people who read COMFORT.

The fact that a single paper—not a list of papers or combination of issues, but one single paper—has reached the enormous bona-fide circulation of eleven hundred thousand copies each issue—the largest in the world—is positive proof that this one paper holds a place in the hearts of the people never won by any other.

To eleven hundred thousand families whose household wants include everything from a paper of pins to a piano, and who are ever on the alert as to when, where, and what to buy, COMFORT brings what its name implies—comfort. It is not sold on news-stands or railroads. There are no copies wasted or returned. It goes straight to the home, where it is read, studied, and preserved.

As an advertising medium—well, there is but *one* COMFORT. Those who have tried it freely admit this, and those who have not have simply neglected to use the most profitable short-cut for reaching the millions of the middle classes. The circulation of COMFORT is guaranteed and proved by post-office receipts for postage paid, paper mill accounts, and the freedom of our press and mailing rooms.

The Gannett & Morse Concern, Publishers, Augusta, Maine. Advertising space may be secured through the leading agencies, or of us direct. Boston Office, 228 Devonshire Street. New York Office, 23 Park Row.



A Pen Without Ink.

It's like words without thoughts. Wrong words in the wrong place. Right words in the wrong place. All bad;—loss of time, money.

Curious how many people try to write with a pen without ink; try to run a branch of business they were not born for;—try to write their own advertisements.

Why don't they make their own ink?

You've run your business all these years in one groove, as to advertising. Been successful, too. Shows your way is the right way.

Have you thought there might been a *better* way? You can't judge as to this without trying; that is, unless you go by what other people—successful people, more successful people than yourself, do.

They buy Ink.

E. A. WHEATLEY.

Specialist in Preparation of Advertising Matter,

Box 471, Chicago, Ill





AUTUMN is now recognized as the most delightful season of the year, and the many beautiful resorts reached by the New York Central and Hudson River Railroad annually attract an increasing army of enthusiasts to whom the panoramic changes in nature are a source of endless delight.

The ever glorious Hudson, the Lake region, the Adirondacks, and the Thousand Islands are more beautiful than ever in the Fall, and the autumnal tints that blaze on bank and hillside more gorgeous than ever. The crowds are gone and nature alone is here with all her manifold beauties.

Send a two-cent stamp for new \$600 map, America's Great Resorts, to

GEORGE H. DANIELS,

GENERAL PASSENGER AGENT,

New York Central and Hudson River Railroad,

GRAND CENTRAL STATION, NEW YORK.



WIDE-AWAKE PAPER appeals to wide-awake advertisers. Are you in

Kate Field's Washington?

Estimates furnished from 39 Corcoran Building, Washington, D. C., or by any reputable Advertising Agency.

P AGAIN **NION GOSPEL NEWS** CIRCULATION PAID AND GUARANTEED

142,700.

EASTERN OFFICE. Room 2, 79 Nassau St., New York.

THE GOSPEL NEWS CO.. CLEVELAND, OHIO.



THE prosperous child has a prosperous father. Pros-perity in business is due to advertising right—that means in mediums of prestige and circulation, and puts at the head

The American School Board Journal, Chicago, Milwaukee.

MAILED SECURE. P. O. Box 108.

77 A RARE BOOK FOR MEN.

> CENTS SILVER Or Six 2 Cent Stamps. NEW HAVEN, CONN.

NAMES of ladies who sent money in answer to our 'oz advs. for sale. ÆTNA MUSIC Co., Chicago, Ill.

BINDERS.

To keep your copies of ART IN ADVERTISING in good condition, and easy to refer to, send for a binder; 60 cents.

ART IN ADVERTISING CO.,

80 Fifth Avenue,

New York.

Dodd's Advertising Agency. Boston,

Send for Estimate.

RELIABLE DEALING.

CAREFUL SERVICE

World

Buil'o

N.Y.

City.

LOW ESTIMATES.

THO desires the services of an experienced Practical Printer. Advertising Man? Address "Ad," care ART IN ADVERTISING.

ART IN ADVERTISING

ADVERTISING SCHEDULE.

Last	page,	per year,		•	\$1,200.00	
Second	"	"	-	-	1,200.00	
Inside	"	"		•	900. 00	
66	" (half)	"	-	-	480.00	
"	" (quart	er) "		-	300.00	
Last	" per m	onth, -	•	-	100.00	
Second	" "			-	100.00	
Inside	"	-	-	-	75.00	
"	" (half)	per mont	h,	-	40.00	
"	" (quarte	er) "	-	-	25.00	
10 per cent. off yearly contract.						

These Rates include Special Design.

Applications for space should be addressed to the

ART IN ADVERTISING CO.,

80 Fifth Avenue, New York.

ENGRAVED VISITING CARDS

We will engrave a Copper Plate and We will engrave a copper riate and opinit 50 Visiting Cards, sent post-paid on receipt of \$1.00. Samples, 4 cts.

Satisfaction guaranteed. \$\tilde{\pi}\$ Third edition of our book—

CARD ETIQUETTE—sent for 10 cents.

BELLMAN BROS., Toledo, Ohio.

WITHOUT THE MAGAZINE OF CHRISTIAN LITERATURE No Keligious List is Complete An Independent Inter-denominational Monthly.

CHRISTIAN LITERATURE CO., CLINTON HALL, ASTOR PLACE, NEW YORK. Write for Rates and Specimen Copy.

Now is the time to go into THE TOURIST, the new monthly magazine for travellers. Utica, N.Y.

** PUBLICITY**

A MONTHLY publication, published exclusively in the interest of advertisers, of all classes; in fact, Publicity is devoted to that army, which, in the pursuit of profitable publicity, throughout the United States, is spending money at the rate of a Million Dollars a Day.

"PAUL PRY," P. E. TARBEL,

EXPERT AT PROFITABLE ADVERTISING,
Editor and Publisher,
53 SUMMER STREET, - BOSTON, MASS.

Subscription price, \$2.00 per year; Single Copies, 20 cents.
Payable invariably in advance.

IT WILL APPEAR REGULARLY!

If you want to see a sample copy, send me 20 cents and you'll receive one.

IF YOU WANT PROFITABLE ADVERTISEMENTS WRITTEN write to me and I'll give you some inside information worth \$1,000 to you.

HERE ARE A FEW of hundreds of letters received:

"THE MILLSTONE AND THE COUNTY BY JULY 1, 100 for formation of the profit of the pr

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LEVEN SPECIAL EDITIONS



"One blast upon his bugle horn was worth a thousand men."

The regular advertising rates of the YANKEE BLADE are 75 cents an 'Agate line per issue, with time and space discounts. All time contracts for advertising in the YANKEE BLADE can be made at the regular 75 cent rate, and the advertising will be given in-sertion in all Special Editions issued during the life of the con-tract without extra charge.

WITHOUT EXTRA CHARGE.

Special arrangements are being made to push the YANKEE BLADE the coming season

harder than rearnigements are being made to push the FANKEE BLADE the coming season harder than ever before.

During the coming Fall and Winter, there will be issued Eleven Special Editions.

We announce now October Special Editions only. Other and larger special guaranteed editions will follow each month, announcements of which will be made from time to time.

GUARANTEED 150,000 Oct. 15th Edition.

150,000 oct. 29th Edition.

No Extra Charge for Advertising. FORMS CLOSE OCT.

No Extra Charge for Advertising. FORMS OSE OCT.

DISCOUNTS:

Either time or space discounts may be used, but not both for the same advertisement.

TIME.

3 mos. Contract (13 weeks) 10 per cent.
6 " (26 weeks) 15 "
12 " (52 weeks) 25 "

SPACE. To be used within one year. 10 per cent. 1000 .. 2000

Special positions, 25 per cent extra. No advertisement received for less than \$2.00.

POTTER PUBLISHING CO..

86 & 92 Federal Street, Boston, Mass.

Woman' lome Journal

BOSTON, MASS.

Present Advertising Rates 20 cts. Agate line. Advanced October 1st, to 35 cts. CIRCULATION GUARANTEED.

October Number 60,000 Copies, 35c. an Agate Line.

November December

60.000 60.000

SIX MONTHS' CONTRACTS can be made at the present low rate until October 1st; but no contract for a shorter time than six months will be accepted, except at the advance rate. ANY ADVERTISEMENT ordered for six months at the low rate, and discontinued or reduced in size before completing the contract, will be charged for at the advanced rate for such time as it or any unexpired portion of it has run.

Advertisers may use either scale of discounts, but cannot combine the two.

DISCOUNTS FOR TIME.

Orders for 3 months, 5 per cent. 6 " 12 15

DISCOUNTS FOR SPACE. To be used within One Year from date of order. 200 Lines - - 5 per cent.

400 " 600 " 15 " 1000

POTTER PUBLISHING CO. 86 & 92 Federal Street,

BOSTON, MASS.

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BEST ADVERTISING FOR CHICAGO

Gunning's
Famous
World's Fair
Bulletins:
Mammoth
Artistic
Displays at all
Points of
Greatest
Advertising
Value in the
World's Fair
City.



An advanced
Idea and a
Grand success
In out-door
Advertising.
Write for
Estimates on
Assured
Publicity
Throughout
All Chicago.

A MILLION READERS A DAY.

THE R. J. GUNNING CO. ADVERTISERS, GUNNING BUILDING, CHICAGO.

LITTLE USE

of trying to interest men in anything else than politics just now.

The wives, mothers and sisters are the ones to whom advertising appeals at this time.



will reach 400,000 Prosperous Homes in October, and the same number in November and December—Three Mammoth Editions of 400,000 copies each.

Rate, \$2.00 per line, each insertion; if included in a six months' order, \$1.35 per line.

Still less by the year.

October forms close September 5th.
Write for particulars to the publishers,

S. H. MOORE & CO., NEW YORK.



RACINE, WIS.

circulaton 32,000

Issued 1st and 15th of Each Month.

The largest circulation of any paper in Wisconsin (except one, a German weekly) also circulates in Illinois, Michigan, Minnesota and Iowa.

ADVERTISING RATES:

20 Cents per Agate line.

THOMAS H. CHILD,

Manager New York Office,

193 TIMES BUILDING.

(From the New York Sun, July \$1, 1892.)

We learn credibly that THE RECORDER of this city is now printing and selling over 100,000 copies of its Sunday paper. This is a remarkable achievement for a comparatively young newspaper, and can be the result only of uncommon energy and industry.

A CONTRACT

THAT WILL IMPROVE WITH AGE.

A CONTRACT FOR ADVERTISING made NOW, at rates based on a circulation of 50,000, will prove to be the best investment offered this season. As the circulation has already passed 70,000, and by January will have passed 100,000, it is a contract that will improve with age.

THEREFORE, in securing your estimate for 1892-93, be sure that the REVIEW OF REVIEWS is on the list.

It is the most popular monthly published, and is eagerly read by every member of the family, from the busy father and mother to the children in school.

The BOSTON GLOBE says: "To read a number is to resolve never to miss one," while the N. Y. TELE-GRAM adds:

"It is now the Leading Magazine."

For estimates, inquire of any Advertising Agent, or of

THE REVIEW OF REVIEWS,

13 ASTOR PLACE, N. Y.

"CITY FOLK"

Can Find Much of Interest and Profit in

a First-Class Farm and Home Paper if it

Don't Cost Too Much. The Best Lowpriced Paper of this Class is the



PROVED AVERAGE CIRCULATION
PAST NINE MONTHS.

83,276 Copies per Month.

Newsdealers Treated Very Liberally.

WRITE US FOR TERMS.



Inquire of General Advertisers About the **BOSTON** HERALD The Paper of New England.

THE FARMERS' VOICE.

CHICAGO, ILL.

Published Weekly, Circulation 30.000.

Advertising Rate, 20 Cents per Agate Line.

NEW YORK OFFICE. 193 Times Bldg., THOMAS H. CHILD, MANAGER.

Gemstones Free 16

all cut and polished, ready to have set into Scarfpins, Rings, etc. They cost more than \$1.00 but we give them to you Free; here is a list of them:

Sard Onyx, Bloodstone, Carnelian, Tiger Eye Moss Agate, Jewel Onyx, Crocidolite, Jasper, Petrified Wood, and seven others.

We give you these free to have you become a yearly subscriber to



which is a monthly magazine, printed on fine paper, elegantly illustrated. Single copies 10 cents. Each number is a complete book.

The Special Features include articles on Judge Lynch, Impromptu Courts on the Frontier, Necktle Parties

Parties, etc.

How Famous Gold and Silver Mines are discovered.

Prospectors and Miners, and how they look for the precious metals.
Indians, their weird and wild doings.
How Men Became Fabulously Rich in Searching for Gold.

for Gold.

How the Cowboys Live; what they do and see. Cliff Dwellers, their relics and homes.
Our Contributors are Litterateurs, Plain People, Cowboys, Scouts, Miners, Indians—people familiar whereof they write, and who tell their stories in their own quaint way.

There is an object lesson for you and yours in subscribing now; therefore send \$1.00 to-day for yearly subscription, and the 16 Gemstones will be sent you same day order is received.
Do not delay.

THE GREAT DIVIDE.
Order to-day.
Always address.

1516 Arapahoe Street.
Denver, Colo.



NO STARS ON MARS.

55,183 New Stars appear daily in Kansas City.
Astronomers failed to discover a newspaper in the planet
Mars having as large a circulation as

THE KANSAS CITY STAR.

All other newspapers in Kansas City are as Satellites, and none of them dare dispute the statement that The STAR has Four Times the Circulation of any other Daily in Kansas City.

NEW YORK vs. KANSAS CITY PAPERS.

To an observer familiar with the newspaper world it is plainly apparent that the Advertisements in New York Daily Papers are not read by almost one half of the population.

For instance: The news companies and newsboys sell papers to 200,000 people living uptown and 70,000 living in Brooklyn. They are read on the trains coming down and are thrown aside as soon as the office is reached. The longest time it takes to ride from the end of the street cars, elevated and suburban trains, permits one to read only the telegraph, city news columns, market and financial reports and editorial pages.

THE ADVERTISEMENTS ARE NOT READ

IN New York. The attractions in the evening are so numerous that the evening papers receive but a cursory glance and the merchants' announcements are almost totally disregarded by the majority of the people.

In Kansas City, conditions differ. While the Morning Paper suffers the same treatment of indifference and neglect, the Evening Paper receives the whole time and attention of the reader; its news and advertising columns are read thoroughly, the Paper is Taken Home, the Advertisements are Read.

To these Conditions are due the Large Circulation and Influence of the STAR.

ONLY EVENING PAPER PUBLISHED IN KANSAS CITY.

Daily Circulation—guaranteed, - - 55,183
Weekly " - - 83,736

NONE BUT HIGH CLASS ADVERTISEMENTS ACCEPTED.
BUSINESS RECEIVED THROUGH ANY RESPONSIBLE AGENCY.

New York Office: Room 71, Tribune Building, GEORGE E. RANDALL, Manager.

A GENTLEMAN having had practical experience in the preparation of advertisements, desires to correspond with firms who have occasional work to do in that direction.

Will attend to the work of several firms part of each day.

The time and annoyance thus saved to his clients will more than compensate for the slight charge made for his services.

Address, LOW RATE,

Care of Art in Advertising.

WHEN IN DOUBT USE SCRIBNER'S

You are in want of something? This may be it. You've got a good thing. There's a fortune in it if people enough could be induced to take hold of it. Very well, then; tell the people about it in an attractive way, and in places where they can't help but see it. That is advertise.

Be careful in making up your list of papers. If a paper is not well printed your advertisement will not look well, and looks count for much in this world. If a paper spends its surplus on a circulation boomer, you may be misled. If a paper is not read by people intelligent enough to appreciate the merits of your goods and who can also afford to pay for them, money spent in advertising will be thrown away.

Here is one paper which should go on your list. You can satisfy yourself of its value by sending for a few sample copies. Its good print shows on the face of it. Its customers and its readers will vouch for its honesty. If you will read a few copies carefully you will know why its readers should be your customers.

The paper is KATE FIELD'S WASHINGTON, published at 39 Corcoran Building, Washington, D. C., Ella S. Leonard, Business Manager. Its subscribers live in every State and Territory. They are clubs, libraries, hotels, schools, colleges, army-posts and families. They are students, teachers, home-makers, travellers, politicians, statesmen. It is the most widely quoted paper in America. See for yourself if KATE FIELD'S WASHINGTON is not the paper you are looking for.

ITS ADVERTISING RATES are reasonable for the service rendered. The measure for display advertising is nonpareil, twelve lines to the inch, three columns to the page. The price is regulated by space, time and position, starting at 25 cents a line.

Every position in this unique journal is good—the advertisement cannot help but be seen. There is no extra charge for cuts if you furnish them, and fresh advertising copy is always welcomed. The aim is to make its advertising matter as bright and timely as its reading matter.

READING NOTICES are set either in nonpareil or long primer, two columns to the page. Only one reading notice goes on each page, so long as there are pages enough to permit this arrangement. If you wish, you can have special reading notices written for you in the office of KATE FIELD'S WASHINGTON. A number of such notices, which were written by a member of its staff, and which originally appeared in KATE FIELD'S WASHINGTON, have been widely copied as literature.



BE SURE YOU ARE RIGHT

THEN GO AHEAD!

Make no mistake—mistakes are costly. There is but one ALLEN'S LISTS, and it is the first and only creator of the special field covered by its various publications.

ALLEN'S LISTS lead all—Results prove it—Substantial facts are what is wanted.

The facts prove that ALLEN'S LISTS pay advertisers immensely. Every year the number of customers increase, every year the orders grow larger.

Over a million circulation guaranteed and proved each month to the satisfaction of every advertiser. No deviation summer or winter.

ALLEN'S LISTS are SURE, is the testimony of world renowned shrewd advertisers.

BE SURE YOU ARE RIGHT,
THEN GO AHEAD.

If you want a large and prosperous business this season, place your advertisement in ALLEN'S LISTS.

E. C. ALLEN & CO., Proprietors, Augusta, Maine.

TH-M-Y-LOW-R

THE FOLLOWING GREAT OFFER

IS

OPEN UNTIL THE CRACK OF DOOM

A NY advertiser of a legitimate article guessing the name of the above Magazine having 300,000 paid-up subscribers, may insert their advertisement in its columns at an extraordinarily low rate.

With each guess ask for estimate.

J. J. DeLONG, Manager,89 Tribune Building.

IS A DOLLAR EARNED.



Bring many changes. Newspapers, very much like other business institutions, grow or decline.

In the case of

The

<u>Detroit</u> <u>Journal</u>

There Have Been Changes and Growth.

CHANGE 1.—Of Management.

CHANGE 2.—Removal to the finest newspaper home in Michigan.

CHANGE 3.—Handsomest paper typographically.

CHANGE 4.—From 2c. to 1c. with no deterioration in quality or quantity.

These Changes Have Brought Results:

RESULT 1.—Capital, enterprise, broad, liberal policy.

RESULT 2.—Improved facilities, prestige.

RESULT 3.—Marked appreciation on the part of readers and advertisers.

RESULT 4.—Remarkable growth in circulation, actual bona-fide publication reaching over 30,000 copies within 60 days after the change in price.

A C

Only afternoon paper in Michigan receiving the full Associated Press Reports. Clean, bright, newsy, emphatically a home paper.

Reaches the purchasing classes.

Few The best business houses in Detroit use the JOURNAL.

Points If you wish to reach the people of Detroit and Michigan, use the DETROIT JOURNAL.

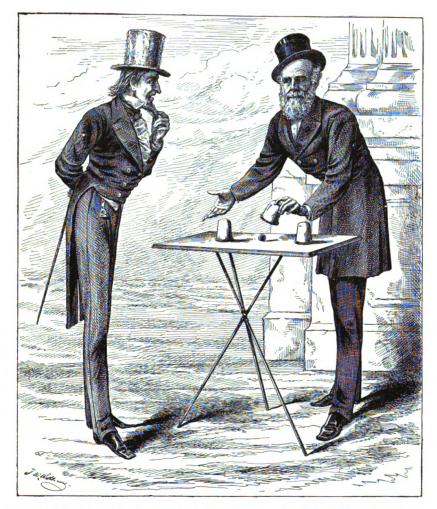
New rate card, Oct. 1st. Get in before the raise in rates.

Max H. Fisher,

General Agent,

86 World Bldg., N. Y.

Wm. Livingstone, Jr., Publisher.



THREE CARD MONTE.

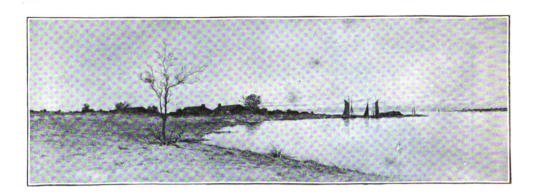
"Now you see it and now you don't."

The circulation liar is on deck most of the time with his thimble-rigging outfit. You see the circulation on his rate card, but never anywhere else.

My papers are the best in the land. That's right. My circulations are *Known Circulations*, and when you place business with me you get all you pay for.

Chamber of Commerce, World's Fair. A. Frank Richardson,

Tribune Building, New York.



Advertising Sketches.

The value of an advertisement is greatly enhanced by the addition of a bright snappy sketch.

There is something in a picture that appeals to poor humanity everywhere.

It is my business to design and prepare striking illustrated advertisements. I will be glad to forward a rough idea for approval without charge, anywhere on request.

H. C. BROWN.

SEND FOR MY CATALOGUE OF STOCK CUTS CONTAINING OVER 1000 DESIGNS FOR FALL AND CHRISTMAS TRADE. Advertising Sketches, 80 Fifth Avenue, New York.



Did you ever

stop to consider that women buy vastly more than men?

To reach buyers, then, you must appeal to women.

Who reads a woman's paper?

The conclusion is obvious.

Advertise your wares in

Harper's Bazar

the greatest woman's paper in the world.



EXTREMES MEET

ADVERTISERS FROM MAINE TO TEXAS

Use W. D. Boyce's List of **BIG WEEKLIES** and it **PAYS** them. They have the privilege of discontinuing their advertisements at *any* time at pro-rata rate, but they use the list all the year round. The List has *three* times more advertising during luly and August than any Weeklies in this country.

400,000 COPIES EACH WEEK PROVED FOR THE YEAR.

SATURDAY BLADE, - \$1.00 per line. CHICAGO LEDGER, - . .50 "
CHICAGO WORLD, - . .30 "

The three papers combined, \$1.60 per line. Ask any agency for space, or apply to

W. D. BOYCE, Publisher, CHICAGO.

Send for Sample Copies and Rate Card.

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In Point of Priority and Excellence

America's "First" Magazine, Established 1830.

Capital, Coupled with Cleverness must

Cause Cumulative Conquest and

Create Corresponding Coin.

Advertising Department of GODEY'S is at 21 Park Row, New York.

RATES LOW. ADVERTISERS TREATED WITH ABSOLUTE EQUALITY.

OUR RECORD.

Continuously published for 62 years, brightening homes, bestowing happiness. Apt illustration of the law. "Survival of the fittest."

New owners are pledged to spend \$1,000,000, if necessary, to maintain Godey's recognized position and to make it *the* distinctively high-class Magazine of America.

Experience has taught us how to please a host of intelligent readers. We purpose to surpass all records.

Notability of talent in every line of literature assured. Once admitted to Godey's columns it is conclusive evidence of the excellence of an author's work.



EVERYTHING NEW

Except the legion of old Subscribers-THEY ALL RE-NEW.

EVERYBODY READS IT!
EVERY ADVERTISER MUST USE IT!

Godey Publishing Co., 21 Park Row, New York.

"HOTES" BRUSH ADVERTISING

OF A NATIONAL REPUTATION.

"HOTE" Paints More BULLETIN, WALL,

BARN and FENCE ADVERTISING SIGNS

THAN ANY CONCERN IN THE WORLD.

ADVERTISING SERVICE comprises upwards of ADVERTISING SERVICE comprises upwards of **200** EXPERT SIGN ARTISTS and ROUTE COURIERS.



SIGNS UP ALL CREATION along with all Sections, Districts, Cities and Towns of the UNITED STATES and CANADA.

When you want to paint your NAME UP, When you want HONEST SERVICE. When you want to get there quick, send for

"HOTE" C. S. HOUGHTALING, "HOTE"

CONTRACTOR to the ADVERTISING KINGS of AMERICA.

"HOTE'S" NATIONAL ADVERTISING SERVICE,

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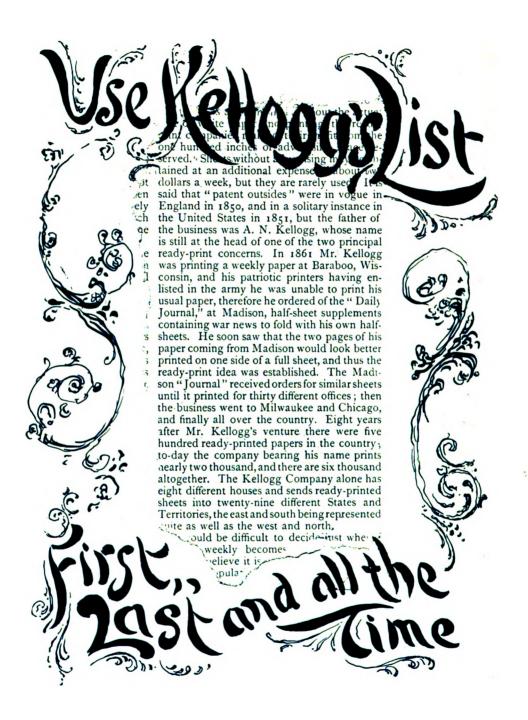
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OCTOBER, 1892

PRICE 10 CENTS



AN-ILLUSTRATED-MONTHLY-MAGAZINE:



Entered at the Post Office at New York as second-class matter.

VOL. VI.

OCTOBER, 1892

No. 2.

Published by The Art in Advertising Co., 80 Fifth Avenue, New York. H. C. Brown, President. Russell Doubleday, Business Manager. Elisabeth L. Sylvester, Editor.

ISSUED ON THE FIRST OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.

WE extend our personal thanks to Mr. Jas. S. Corbett for his services in thrashing Mr. John L. Sullivan. And now will some gentleman kindly come forward and lick Mr. Jas. S. Corbett?

Mr. Delittle's article in the English Fortnightly Review, which has been so hotly resented on this side, was certainly open to criticism on the ground that it was the work of a man who had been but two weeks in Yet as a matter of fact many of Mr. Delittle's remarks were in the main justified, though of course they suffered from the wish being father to the thought. "I don't care a rap what color you paint the cars," said the superintendent of a road one day, "so long as you paint them black." And that seems to be about the spirit that actuates these Englishmen on such a mission. And so with Mr. Kipling's letters to the Times. They were magnificent, but they weren't true. They were true in spots, however, but we hate to read it in such a warm friend of the United States as the London Times.

Mr. Howells' retirement from the editorship of the *Cosmopolitan* after less than six month's connection with that periodical, is

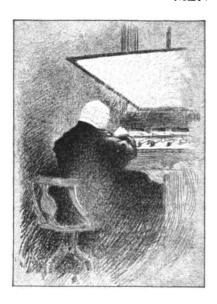


W. D. HOWELLS.

to be regretted. Under Mr. John Brisben Walker's energetic management the magazine has steadily increased in circulation, until it has become almost as profitable as the Denver real estate in which Mr.

Walker made the "raise" that enabled him to purchase the Cosmopolitan. But as a magazine the Cosmopolitan has always lacked caste. It could claim connection with none of the great publishing houses nor could it boast of an editor of established literary The advent of Mr. Howells reputation. promised to change all this. His connection with the magazine gave it at once a recognized literary standing. Whether Mr. Walker cares a snap for literary standing or not is doubtful, but we, who admire Mr. Howells, cannot help regretting that the author of "A Hazard of New Fortunes" is no longer content to play "March" to Mr. Walker's "Fulkerson."

MEN OF MARK.



Many years ago two young men hung up a modest sign informing the public that they were ready for all kinds of work in the line of wood engraving. I suppose the office was very much like the typical office of today; up six rickety wooden flights, through a hall with very little light and that peculiar odor that belongs only to the old-time family mansion that now shelters a hive of decayed merchants, frayed out speculators, and that pathetic minor chord of humanity—the men who have seen better days.

The firm name appeared on a business card which was fastened to the door. Nothing was allowed to go to waste, so the back of the card likewise informed an anxious public that the firm had "gone to lunch" or would be "back in five minutes." The room was formerly a hall bed-room, but faced the north light, a fact which the landlord was quick to see was of importance, and raised the rent two dollars a month in consequence.

"You see," he explained, "if you gents

was ordinary business men like these chaps"—pointing to the shingle of a hardware merchant opposite—"you might have it for less, but seeing as you is hartists you can appreciate the magnificent view."

Oh! that north light. Did you ever try to rent an office in New York, my artist friend? The butcher and baker can have the north light at regular rates, but the gifted artist must pay a bonus.

And so the firm of French and Smithwick came into existence, and gradually their work attracted more and more attention. Abbey and Reinhart were new names then, and a double block of four Reinharts in Harper's Weekly by Smithwick showed him to be an engraver of uncommon promise. He soon after joined the forces at Harper's and became head of the engraving room, a position which he has ever since retained. His old partner, Frank French, ranks among the first of the present day engravers, and his work is too well known to need recapitulation.

W. LEWIS FRASER.

At the end of a long corridor, hung with numerous pictures that have appeared from time to time in the various publications of the Century Company, is a small brass sign informing the trembling art student that here is the Mecca of his pilgrimage, and that the Chief High Priest himself is within speaking distance. The ante-room of the Fraser office is calculated to dampen the ardor of the young man whose friends have convinced him that the world has long awaited him. The first thing that his eye lights upon is a modest request that persons having business with the Art Department will please call between certain specified

hours. That doesn't strike him as if the vacuum he is meant to fill is as deep as a well nor as wide as a door, so he sits in one of the most awkward of chairs he ever encountered (they are probably artistic), while the equerry bears his card to the inner office.

W. Lewis Fraser is, I should imagine, about fifty years of age; he has a massive head, which is made still more massive by a shaggy head of hair. A pair of eyeglasses suspended to a long thin gold chain partly conceal a pair of kindly eyes that are wonderfully at variance with his otherwise ferocious appearance. He likes the old style of dress better than the new and always wears a black broad-cloth suit with a long frock coat. The vest is cut low, show-

ing an expanse of snowy shirtfront; a plain turn-down collar, a small black tie, and a soft slouch hat complete the picture of the man who has done more to encourage American Art than almost all the other influences combined.

Mr. Fraser could write some very interesting reminiscences of his work in that Art Room. He could tell how Kemble came from the South with his inimitable darkies. How Remington struggled along in the office of an Express Company at twelve dollars a week before he found out the work he was meant to do. Years ago I travelled on an emigrant train with Charles State, at that time an obscure Buffalo engraver. I never could sleep sitting up, and I guess State couldn't either, so we gave up the attempt about daybreak and started mutual confidences.

"You're in hard luck, too," said I, by way of introduction.

"Yes, but I guess the next trip is on a Pullman," said he, and then he told me how he had been in New York for quite a while struggling for recognition as an engraver. "I came very nearly giving up in disgust," he added, "but recently Mr. Fraser, of the Century, gave me a block, told me to take my time, and he would pay me a decent price for all the work put on it. If I catch on to the Century I'm all O. K. If not—

But he caught on. You will find "Engraved by Chas. State" on many of the best blocks in the *Century*.

And so it comes about that Mr. Fraser is



probably better known among the artists than almost any other man in this country. He has aided them in a substantial way and in many cases has said the right word at the right time. No man or woman with any promise in them has escaped his attention, and many a reputation has been due to his foresight.

In the Art Department Mr. Fraser is ably assisted by Mr. Whittle, who recently enjoyed a nice trip to Europe at the firm's expense, whither he went to get Mr. Cole's signature to the old Mossbacks he has been engraving from the Uffizzi and other galleries.

LYMAN D. MORSE.

Some time ago, during a temporary absence of Mr. Morse, Mr. Bates added a line to the bronze letters on his big front door, and an anxious public were informed of what it knew all along, that Mr. Morse was now officially recognized as Manager. In a partnership sense, this is what we might term a straddle. Mr. Bates' heart was broken when the Louisiana lottery flew de coop, and he decided to rest on his laurels. He retains all the glory and Mr. Morse does the work. Nobody ever sees Mr. Bates, and it does no good when you do. Morse is the bright particular star and is a right good fellow or not according as you get business out of him or you don't.

Lyman D. Morse is another Man from Maine, and has been conspicuous in the advertising business for nearly a quarter of a century. He is a well-preserved man of about fifty years of age, but would readily pass for ten years younger. Good living and a contented mind are having their effect on Mr. Morse, and he presents a very comfortable appearance.

Mr. Morse's den is back from the vulgar

crowd. It isn't in the corner by the way. That's where you and I go, but when Mr. Scott comes, or Mr. Barrett, or Mr. Beecham, they go up-stairs on the top floor, and the manager is "out" sure enough. No one disturbs him, and this is the room where all the big business is done.

Mr. Morse talks in a very low tone, looks quickly out of a pair of sharp eyes to see what effect his argument is having, and is never perturbed except when a paper raises its rates. That is always regarded by Mr. Morse as an extremely ungentlemanly thing to do and his virtuous soul is filled with indignation. If he was a publisher himself he would, in all probability, give away all his advertising space and pay well for the privilege of printing the ads. besides.

He lives in a beautiful home in an aristocratic portion of the ever delightful City of Churches, and is a prominent member of the Union League Club, though in his heart of hearts he is an arrant free-trader.

S. C. BECKWITH.

WHY a gentleman who is never undignified, but who is always courteous, should stagger through life with the first half of his name



chopped off, is more than I can understand. And it seems to me that inasmuch as Mr. Beckwith himself always prints his name in full the rest of us ought not to be so disgustingly familiar as to

shout—"Sam- Sam- Sammy," whenever we wish to attract his attention.

Mr. Beckwith is generally considered equal to the task of selling fifty cents worth of space for a dollar and does it with so much tact and skill that you feel under



obligations while he is performing the operation.

He is a well known figure among the advertisers of this country and has a branch office in the Windy City. He has a quick, nervous manner of doing things and is apt to give the impression of always being in haste and yet having plenty of time at the mo-

In his office in the Tribune he looks across the City Hall Park and woe betide the advertiser on whom his eagle eye rests.

Mr. Beckwith is a well dressed man this side of forty, has a perennial smile and the world seems to use him well.

KEEPING RECORD OF ADVERTISEMENTS.

By Thomas Warwick.



T this late day it would seem altogether unnecessary to dwell upon the necessity of systematic records in any branch of business, vet anyone who obtains access to the books of our business

houses will be surprised to see what crude systems are still in use in many places. I have known of manufacturing establishments where the only advertising record kept was a scrap-book, into which the ads. were pasted hap-hazard when they appeared in print. It is really such a simple matter to keep a full and easily accessible record of advertisements that it is surprising there are not more houses who do it.

Three books and one file are all that are necessary for the purpose, the books being respectively: The "account-book," the "contract-book" and the "record-book," while the file serves for keeping manuscript copies of the advertisements or the ads. themselves after they have appeared in print.

It is important that a house should be

able to tell at a moment's notice just how much has already been spent during the year for advertising, what contracts are still in force, and for what amounts. It is the account-book which furnishes the information. This book is divided, like any other book of accounts, into a debit and credit side, and all advertising contracts are entered on the debit side, and all moneys paid out on the credit side. A simple footing up of the columns will then inform you at any moment just what your expenditure for advertising has already been, and what sum you are still responsible for.

The second book required is the contractbook. Any ruled blank book will answer the purpose, and in it must be either written or pasted a duplicate of every advertising contract made, these duplicates being in all cases signed by the man who signs the original contracts. In this way a complete file of the contracts is kept, and for further convenience these should be numbered consecutively, beginning at No. 1. No index to this book will be required, as by means of the record-book, next to be described, you will be able to turn at once to any contract desired.

Every advertisement sent out should be numbered, and these numbers (entirely independent of those of the advertising contracts) should be printed in small figures on every ad. issued, in order to enable you at the mere sight of any of your advertisements to refer at once to the entry in your recordbook. A printed notice sent out with the copy will be sufficient to ensure that this number shall not be overlooked by the compositor when setting up the ad.

The record-book should be divided into three sections: one for the daily papers, one for weeklies and the other for monthlies. The advertisements, as soon as written, should be entered in the proper section of this book in numerical order, a couple of lines being allowed for each. These lines should be divided into convenient spaces by vertical ruling, and in these spaces the following data should be inscribed:

1. The number of the ad. 2. The periodical in which it appears. 3. The date of its first appearance. 4. The date of its last appearance. 5. The size of the ad. 6. Its position in the paper. 7. The date copy is sent to the publisher. 8. The date on which the proof is received and returned. 9. The number of the last ad. in the same periodical. 10. The number of the next ad. in the same periodical. (This space is of course to be filled in later, but it is a great help in looking up the different ads. that have already appeared in any one paper.) 11. What electrotypes were sent, and the date. The number of the advertising con-14. The date of 13. The price. expiration of the contract. 15. The number of answers received to the ad. Amount of goods known to have been sold directly through the ad. 17. Any remarks of value, such, for instance, as claims for

errors, latest date at which new copy can be sent, etc.

In addition to these spaces there should be additional places in which to check off the ads. when they appear in print. For the daily papers there should be places for each day of the year, for the weeklies fifty-two spaces, and for the monthlies twelve spaces. It is for economy of space in this particular that the three should be kept in separate sections of the book.

For preserving the manuscript copies of the ads., and the printed ads. themselves when they appear, I much prefer a file to a scrap-book, the ads. being more readily inserted, removed or referred to. Any of the ordinary letter files, such as the "Amberg," answer very well for this purpose. Moreover, the original copy may be thrown away when no longer required, or used again for some other publication, and need not litter up the file any longer than necessary. Both the originals and the printed ads. should be filed according to the name of the publication in which they appear, as it is a great advantage when preparing a new advertisement to have before you all those previously inserted in the paper.

It is obvious that with this system of records, no indexing whatever is required, and full particulars, easily referred to at any time, are preserved with a minimum of work. A glance at the number on any advertisement or on the original (which can be turned to at once in the file) shows us where to look in our record-book, and the number in column 12 of this book indicates just where we can find a copy of our contract with the publishers in our contract-book. We can thus refer to the complete record of any ad. without the slightest difficulty, and with almost no loss of time.



THERE is much that is new and good in the advertising pages of the September magazines. The full page of Ladd & Coffin in *Harper's* is especially to be commended, being a tasteful and attractive piece of work. Mr. Coffin is evidently a man of exceptionally good taste and judgment.

We would also call attention to the full page devoted to the Alfred Dolge felt footwear. It is well drawn, well written and artistically arranged.



The Henry Dibblee Co. occupies a full page which would be much more to the point if it contained less about their president and manager, and more about the business. As a rule the public is not anxious to wade through a page of irrelevant biographical matter in order to find out where to buy its high art pottery.

The Franco-American Food Co. comes to the front with a brand new page in which there is a slightly unpleasant preponderance of large black letter.

J. B. Williams, of shaving soap notoriety, presents us with two startling smudges in *Harper's* which he claims are fac-similes of his goods. A note in connection with the left hand smudge informs us that the label has been in use for fifty years. Judging from its general illegibility we are inclined to believe that this statement is correct.

The composition of Pears' Soap advertisements strikes us at times as being rather far fetched. There are many people who will resent the implied charge, even from a soap manufacturer, that they do not keep their skin clean.

The "too familiar" advertisement is bound to make enemies, and we would advise advertisers to carefully avoid this error in the preparation of their matter. The latter advertisement taken from *Scribner's* is a fair sample of this objectionable style of advertising.

A Millionaire's Wife

found time to respond, but you have overlooked my card in the May, June, July, and August Schener. For your special benefit, I once more call your attention to

It seems a pity to spoil what might be a really good announcement by such an undignified mode of address.



Every woman knows how easy it is to get kid gloves that will tear or rip, how hard it is to get those that won't They are to be had, though, if ladies will insist upon always seeing this stamp on the inside of the glove, and will refuse to take anything else. To let the

If your dealer does not keep these gloves, inform us of the fact, and we will send you the address of our mearest agent, and enclose you with same a card entitling you to a discount of 10 per cent. on the first pair which you purchase of our celebrated FONTAINE glove.

women of the land know this is why we advertise.

PINGS & PINNER, 384 and 386 Broadway, New York.

Pings & Pinner, of kid glove fame, have an excellent page in each of the leading magazines. The drawing is unusually good and can scarcely fail to attract attention.

There are a number of excellent advertisements to be found in Current Literature.

J. Byrne, of Chicago, occupies a full page with an attractive advertisement of the "Finest Hotel in the Rockies."

One very elaborate page, almost too elaborate to be practical, is presented by the Occidental & Oriental Steamship Co., while the Durham Tobacco people fill a half page very effectively with a good drawing.

Among the well prepared quarter pages is that of the Gardner Sash Balance Co.

We are glad to note that the once popular "mourning" advertisement is rapidly disappearing. The black background with the hard, uncompromising white letter or white line sketch is a dreary object at best, although the graceless perpetrator may tell you that it attracts attention. Perhaps it does. So does the crape on a door bell, but we don't enjoy looking at it, and it suggests nothing so much as the fact that "somebody's dead."

THE editor of ART IN ADVERTISING has had the "small inland town" field in view for some time, and proposes to publish a series of articles which shall be written by practical business men, and adapted particularly to the needs of what Mr. Kaisinger calls "the wee little fellows like ourselves."

Editor ART IN ADVERTISING, Dear Sir:

ART IN ADVERTISING is all right, and its suggestions valuable when you desire to cover large fields through the newspapers. That we appreciate it is shown by our renewal although it is of no earthly, direct or practical, benefit to us—businessly, I mean.

But what about the "wee little fellows" like ourselves who, located in a small inland town with no paper—not even a patent outside near enough to be profitably employed, and engaged in a branch of trade (considering the part of country) naturally confined to a more or less (usually less) limited territory—what suggestions have you for us? We desire to keep ourselves and trade continually before our people, but how to do this to best advantage, what means to employ, how to obtain best and largest results at minimum cost—well, you know the story, for it's the same sing-song tale so often rung into your ears before. Any suggestions, however, rest assured, will be most gratefully considered by

Yours truly,

H. M. KAISINGER.

Bucks Co., Penn.

BACK OF THE COUNTER.



ERTAINLY, my dear fellow creature, anybody can run a store; it is surely no more arduous than to be the editor-inchief of a metropolitan daily, and "everybody" admits that "anybody" could run a news-

paper better than "somebody."

The running is easy enough—too easy—but it's the grade that determines the results—much easier to slide down hill than to creep up the grade.

There are only two people in the whole wide world—the buyer and the seller, and a senseless wooden counter separates them—suppose it is the counter of a retail store.

It is the anxious comedy of everyday life, called "business." The store floor is the stage; the clerks are the actors; the public the audience; the—let us step behind the footlights and view the play behind the scenes.

You remember the old story of the two brave knights who fought over the color of a shield—both were right, yet both were wrong—it had two sides, one was black, the other white—did you notice any difference as you passed inside? Some of the illusions are gone; the apparent and real are often widely separated—have you any doubts about running the store up hill?

You will need to have four watchwords on the walls of your memory—Application; Integrity; Enthusiasm; Publicity. What's in a word! A mere common carrier of thoughts; shall we untie the package and examine its contents?

Application. That means work—hard work; work in the right direction, at the right time, in the right place.

It means study—mental work. It means the cementing of self to trade. It means progress, and progress means friction, and friction means that there are obstacles.

Application is the "sure cure" for obstacles, you are the physician and you must apply the remedy; an heroic treatment under which the patient sometimes succumbs.

The failure to overcome obstacles, like prairie skeletons, line the path of progress.

Application means more than mere work—it means results. The work of yesterday is forgotten; the profits of to-morrow are the hope of to-day.

Application, then, is the first corner stone of success—build not without it.

Integrity. A personal word; a thing of conscience, an hereditary virtue. "An honest man's the noblest work of God." You remember Diogenes and his lantern—they were quite scarce even in his day, are they more frequent to-day?

Sixteen ounces make a pound; thirty-six inches a yard. Bosh! you knew that years ago when you went to school. Had you forgotten it? How time doth conquer memory!

Integrity is a generation greater than honesty. Honesty is simply a cold matter of policy; integrity is the root of all virtues; the source of justice, and the delicate balance in which men weigh their motives.

Can you always meet your customer's eye with a frank glance of genuine integrity? If you would succeed never depreciate old-fashioned integrity.

Enthusiasm. That means a bright eye; a sanguine disposition; a self-confidence which

is not misplaced. It requires good health as a foundation for permanent enthusiasm.

Some of the brilliancy of enthusiasm has been occasionally found in feeble bodies; but the wick pulls too strong for the oil, and they perish together.

You know how to distinguish the enthusiastic man. You would know him in the dark if he grasped your hand; some pressure to the hand when it becomes the servant of the heart. Enthusiasm is to business what the blood is to the human system—it is the force of life. Don't be a commercial corpse.

Publicity. I left this to the last because I wished to have its value the more impressed upon your memory.

If you have not Application, Integrity and Enthusiasm, you will do well to shun Publicity. Publicity may be likened to electricity, the science of all sciences, the potent possibility of immeasurable results. Stop and consider what you know of the world and its workers for which you are not indebted to publicity.

Why do you use Smith's soap, or walk in Brown's shoes; they are no better than dozens of other makes. Why? because the man behind the scenes advertised them and you rewarded his enterprise with a trial of your patronage. If the shoes wear well and fit comfortably and please a critical eye, you will continue to purchase them. You will advise your friends to buy them, and they in turn will pass the good advice along upon its mission, so that the fifty dollar advertisement which effected the sale, directly, of only one pair of shoes, will become the means of enriching the storekeeper if he is persistent.

Publicity is the magnet which connects your storehouse of supply to the pale of constant demand.

Keep the circuit in working order, and

never allow the three principles mentioned—which are the battery wires—to become corroded.

Publicity is like a crowbar which lifts things; this it is which elevates the merchant from out of his local environments into the wide plain of national opportunity.

If you were to visit Philadelphia, Chicago or New York, what stores would you naturally first inspect to select your necessities?

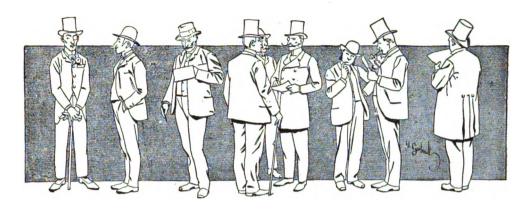
Would publicity have any part in your selection? It would have practically decided the question before you started.

Methods? They are countless; individual circumstances determine the method, but all business is alike in principle, and the merchant who ties fast his craft of commerce to the tug of publicity will note his bearings by those three great lighthouses of success—Application, Integrity and Enthusiasm.

D. T. MALLET.



A FRENCHMAN'S BUSINESS CARD, ORIGINAL SIZE 6x9.



MAN ABOUT TOWN.

Mr. Wilson, the widely known advertising manager of Clark's O. N. T., is a tall, well built Scotchman, with an iron gray beard cut a la the late Emperor William.

Mr. Wilson is justly proud of the great works that make up the Clark Thread Co., though occasionally his pride is sorely wounded through the ignorance of the general outside public on this point. In St. Louis, some years ago, the Clarks opened a small warehouse for the purpose of keep-

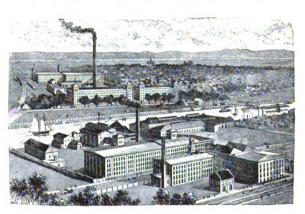
ing a few spools on hand to supply urgent orders. In the rear of the floor was a running belt which furnished power to a small manufacturer on the floor above. belt was hidden by the partition, but the noise of the whirring pulley and the snap of the laces made quite a little noise. So when a Western buyer, who caught Mr. Wilson in the office, asked to see the works, Mr. Wilson was somewhat puzzled. "I mean where you make the cotton-back there," explained the customer, pointing to the partition from whence came the noise.

This was a cruel blow, and poor Mr.

Wilson sunk beneath it. "Don't tell me," he said, when he had partly recovered, "don't tell me that you thought that was all there was to the Clark Thread mills!"

When the luckless buyer saw the rushing belt and the whirring pulley he realized his awful blunder.

Nothing would make it right with Wilson but to come east and see the real genuine article in Newark. Some people say that Mr. Wilson tried to dispose of the man



CLARK'S MILLS IN NEWARK.

to one of the Dime Museums as a Real Human Freak, but of that I am not certain.

THE International Yacht Publishing Co. are compiling a work which will be of great interest to our amateur seamen. Mr. Waring, the secretary of the company, has shown me a number of the portraits of captains who have gained local fame, whose faces will decorate the pages of the book, together with pictures of the more famous yachts, and judging from these I imagine the work will be a most interesting publication for outing men. Dr. Mott and Mr. Waring should herald its approach amongst the clubs.

Mr. Biardor, of the Franco-American Food Co., is preparing for another campaign in advertising, so that we may expect to see a new departure in the elevated signs and others. He is a thorough believer in advertising and certainly has succeeded in making his soups as well known as any article of food on the market.

A NOVEL feature of the baking powder war is the young women retained in the interest of one of the companies, who travel from door to door asking to see "the lady of the house."

Gaining admission, one of these fair commercial travellers introduces herself by saying she represents the manufacturers of Brown's Baking Powder. May she ask what powder the lady of the house is in the habit of using? If the answer is Brown's, well and good; but as Brown's is the younger house the answer is more apt to be Jones'.

In this event the young woman proceeds to knock out Jones as follows:

"Dear me! You use Jones'! Jones' Baking Powder! Why, it's full of ammonia! You didn't know it contained ammonia? Why, gracious! that's about all it does contain—now just let me show you. I have a can of it here—but perhaps you have some

in the house—have you? Yes? Well, I'd rather use some of yours, if I may. Then you'll be sure I'm not deceiving you. I'll step right down to the kitchen with you if you like "—so the two women proceed to the kitchen, where Brown's Baking Powder girl opens a little satchel she carries and takes out a spirit lamp, a tin cup and a can of her own baking powder. The lamp is lighted, and the cup, with a little water in it, set over the flame. Presently it begins to boil.

"Now then," says the B. B. P. girl, "just wait till I drop a little of Joneses' powder in here and then smell the steam—There! (as she stirs in a spoonful of the wicked Jones) now smell it!" and as the lady of the house bends over the steaming cup the pungent odor of ammonia rises to her nostrils.

"Smell it?" asks the young woman. The lady nods.

"Well, now let me show you the difference. Our powder contains no ammonia at all. It's a pure cream of tartar powder;" and while she exploits Brown at the expense of Jones the young woman rinses out the cup, refills it, and when it boils stirs in a little of Brown's baking powder, which does certainly not smell of ammonia—though Jones might demonstrate it contained enough Prussic acid to kill a horse.

But Jones isn't around and Brown's young woman departs with flying colors, while the lady of the house chucks Jones' baking powder into the ash-barrel and sends the servant to the nearest grocery for a can of Brown's.

All of which demonstrates that there is more than one way of advertising.

She: "I suppose you consider your dog your best friend?"

Cynic: "Oh, no; merely a bow (wow) ing acquaintance."

TO THE YOUNG WOMAN WHO WOULD WRITE ADVERTISEMENTS.

E. L. Sylvester.

To the young woman who aspires to win distinction and shekels in the field of advertisement writing I would say, first of all—do not make the common mistake of supposing that the work is easy.

Do not entertain for a moment the popular theory that "almost anyone can write an advertisement and not try hard, either."

If you feel that way about it you are doomed to a rough awakening.

It would be quite as sensible to declare that any man who is not color blind could—if he would, paint a creditable portrait, or if he possessed a good ear for music might, without any musical training whatever, give us an artistic rendition of the prize song from the Meistersinger.

The truth of the matter is that there is no profession—no line of work—which calls for a more thorough mental equipment than that of the writer of advertisements.

That women are beginning to realize the possibilities of this business is quite evident, but it is also evident that very few fully realize how much they must be able to put into it.

It is not enough that you should possess a ready pen, a quick sense of humor or a happy knack for rhyming.

These are valuable aids undoubtedly, but they constitute a very small part of what you must know and do in order to win success. That the work is peculiarly adapted for women is apparent. But that it calls for as much good brain work, as much talent, tact and general capacity for drudgery as does any other profession can not be gainsaid. Carefully pigeon-holed in a corner of my desk is a small stack of letters that collectively, as well as individually, has afforded me much food for reflection.

These letters have been written by various young women located at different points throughout the country and all seeking information upon one subject. "We are quite confident (they say collectively) that we would make good writers of advertisements if we only knew how to begin." "What shall we do?" "Where shall we find a market for our work," and so on. "Any suggestions or advice which will enable us



to pass this first (and seemingly, only) stumbling block in safety will be received with much gratitude."

Now, in order to give advice that shall prove of real, practical benefit to the "advicee," one should know something of her mental acquirements and environment.

It is impossible of course to lay down any rule of action that will apply equally well to individual cases, and the most one can do in an article of this kind is to give a few practical suggestions in the hope that some one may follow them up with satisfactory results.

To begin with, then, we will suppose that you are a young woman with an ambition to write advertisements and a colossal ignorance as to the best method of procedure.

Under these circumstances the first thing you have to do is to write an advertisement.

Look through the daily papers or the magazines and select from among the many advertisements one pertaining to matters which you think you could handle well yourself. Retire with this treasure to the privacy of your den and spread it out before you on the table. Put on your thinking cap and think up a much better way of expressing what the writer of that advertisement has expressed. Try to think of a good catchy line for a "starter." Try to clothe the whole idea in a new and original dress. Try not to imitate the cut and dried style of the average advertisement—be original and perhaps your peculiar style of originality may prove a rich vein. Study different effects of arrangement - curious effects that would be likely to attract the eye, and when you feel pretty well satisfied with the result take your manuscript to a printer and have it set up—that is, put into type.

This will cost but a trifle and you then have a clean, business-like copy to submit to the advertiser. Care should be taken of course not to use more space than that occupied by your "pattern" advertisement.

The next step after receiving your copy from the printer is to submit it either by mail or in person to the advertiser or his agents. If you write let your correspondence be brief and to the point. If it is a personal interview let that be ditto, and don't plead inexperience in apology for your work.

If your matter is good it will receive attention. You may not take an order then and there or be appointed to the position of advertisement-writer-in-chief to the firm, but it is your first step and if properly taken is bound to benefit you in a practical way. If you fail in your first attempt try it again. Try some other house—keep at it and you will strike the right road at last.

NOTES.

Mr. Horace Bradley is now manager of Harper & Bros. Art Department.

Mr. Thomas Belmar represents the Ladies' Home Journal in Chicago.

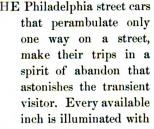
Mr. R. L. Crans has entered the agency business with an office in Rowell's building, Spruce street.

The Press Club desire subscriptions for their new building.

A NEW weekly publication is talked of that will appeal to the 150. Mr. Arthur B. Turnure, Mr. H. McVicar and others are mentioned in connection with it.

F. J. Grant has become Business Manager of the *Pittsburgh Dispatch*, and J. F. Stewart, formerly with J. E. Van Doren, has taken Grant's place as special agent for the *Dispatch* and *St. Paul Globe*.

NOTES FROM THE NECROPOLIS.



a touching appeal to buy something from somebody, and the novice is led to believe that he is in a real live town. The shock received on leaving the

car for the street is very trying to the nerves.

The articles advertised are of a different nature than one commonly expects. I did not observe any cards of John Wanamaker, though his brother's firm of S. M. Wanamaker & Co. are ably represented. Another clothier is Mr. A. C. Yates. Wanamaker's text is a trifle long. Yates uses the "Brownies" in all his sketches and makes a good showing. Brevito cigars for five cents seem to touch a popular chord in the Philadelphia heart. A restaurant, The Colonnade, also seems to find it profitable to use the street cars, though no reference is made to Scrapple, which I think would attract the stranger. Brook's Monkey Brand of Scouring Soap, which literally dominates the English market, is a Philadelphia product, I found to my surprise, and has some hold on the immediate local market. Sapolio seems powerless to drive it out of that particular section and a cool hundred thousand a year is said to be the profit in England. This makes brother Ward very sad. Such is fame. A cut rate medicine house also finds the cars profitable, and a gentleman of

the name of Morrow says he offers "no indignities, but genuine bargains in men's shoes," though why this unique substitute for indignity is apparent only to a mind reared in Quakerdom.

The man with the hump has broken out into poetry and threatens to ruin the obituary bard of the *Ledger*.

"Breathes there a man with soul so dead Who never to himself hath said, See that Hump?"

In this connection I might add that the Humpful man has prepared a horrible campaign for the Jersey coast next season. Some two hundred parrots are now being taught to inquire of the summer girl if she has seen that HUMP? My condolences are hereby extended to the unfortunates, but if Mr. Snyder will extend his operations to the clam grabbers of Long Island all will yet be forgiven.

The new building for the Ladies' Home Journal is rapidly approaching completion. Mr. Gillam, of Wanamaker's, and Mr. Sidebottom shed tears daily over the fact that their great store is not more convenient to New Yorkers.

Here is an extract from Mr. Geo. W. Child's "Recollections."

The Duke of Buckingham had asked me to visit his church, situated in that street, and one morning I strolled there and entering, requested the pewopener to show me to the ducal pew. "The servant's pew?" he asked. When I related this experience to the Duke he laughed, and said it it was not so amusing as one of his own. He had gone one day, he said, while chairman of the London and Northwestern Railway, to the office of the company and requested one of the attendants to show him to the room of a certain official the head of a department. The man eyed the duke critically and observed "You won't do; you're too

light weight." It then transpired that the official had advertised for a porter and the attendant mistook the Duke for an applicant for the situation.

The portrait of Mr. Childs in this number is from his private collection and was a present from the great caricaturist, Thos. Nast. It bears an autograph inscription from the artist and "No, thank you," I must keep the *Ledger*," refers to the time when Mr. Childs was prominently mentioned in connection with the Presidency.

Mr. Childs himself is a study. No man seems to have so many impractical traits in his character, yet he is of all things most intensely practical. He has been successful as a merchant far beyond the average man, yet the qualities that go to make up the man of vast wealth are apparently missing. Men grow rich by hoarding, yet he grows richer by giving away fortunes—a process that would bankrupt the rest of us. If ever there was a paradox in the money-making line, Mr. Childs is evidently that paradox.

His private office even is a misnomer; there is no privacy about it. He sees almost everybody and anybody—that's probably why we got in. He sits at a desk overloaded with correspondence, and writes in a very bad light. All around him are valuable souvenirs and priceless mementos. leans back in his chair, talks in a quick manner, gets in something about politics, religion, commerce, art, science, literature, advertising, finance, in about every sentence. You wouldn't think he was touching on the tariff until it is all over, and you find you haven't a leg left to stand on. "When I bought the Ledger the paper cost me twentyfour cents a pound. I buy it now for three cents." The twenty-one cents difference is all that impresses you; the fine things you might say about the difference being twentytwo and a half cents but for the tariff, and

all the other knock-down arguments never occur to you until you are miles away from the office-and more often never occur at all. In fact, you're lucky if you don't emerge an enthusiastic high protectionist all the way through. Then he puts backbone in you by adding, "The advertising rates were four cents a line, and the paper sold for a cent. I raised the rates to twenty cents a line and doubled the price. It's the only two cent paper in Philadelphia. My friend here, of the Press, is also two cents, but his weekly rate is ten cents against our twelve; that difference of two cents would cost the Ledger eighty thousand dollars a year."

Mr. Childs says he has tried to improve the obituary poetry of the *Ledger*, but as a conscientious student of contemporaneous literature, candor compels me to admit that he has not yet achieved a dazzling success. But he is a pretty able man, and I guess if we all have patience, he will get there.

Mr. L. Clarke Davis, of the firm of Richard Harding, and Belmont Davis & Father, is managing editor of the *Ledger*, and a right good M. E. he is, too.

Talcott Williams, one of the ablest statistical writers in this country, is also a Philadelphian, and is connected with Col. McClure's *Inquirer*.

Mr. McKinney, of N. W. Ayer & Sons, is a well built man with an iron grey mustache, and a penchant for thoroughbred Jerseys. He and Mr. Frank Ayer compose the firm. N. W. Ayer died almost at the beginning of the business, and although Mr. Frank Ayer has been content to be only the son of the firm, yet in reality he has been practically the head since the start.

Mr. Ayer is perhaps five and forty, and is thoroughly disgusted with all the advertising papers that have recently come into ex-



G. W. C.: "No, thank you, I must keep my Ledger."

istence, ourselves included. He doesn't know where we are at, and as we don't either, we didn't argue with him. So we got along very well.

Mr. McKinney's duties as a farmer permit him to spend a little time in recreation. This is devoted to hunting up new advertising. It is related on good authority that he has been known to take a contract or two, and if it wasn't for the drudgery of the farm I believe he would make a good canvasser.

He sold two cows last week for eight and ten thousand respectively.

Cyrus H. K. Curtis, who also a few years ago didn't know where he was at, spent the summer on the estate of Wharton Barker, late millionaire banker of Philadelphia. He will probably purchase the place, and the world will be treated to another of those whirligigs of fortune which occur in Philadelphia. He is now an expert tennis player and a good judge of grapes.

Partridge & Richardson have a neighbor who is of an economical turn of mind. When the Bec Hive puts in a line about shoes Mr. Samuel Cohen hangs out a large shingle

SHOES AS ADVERTISED.

Mr. Cohen is evidently an enterprising man. Consolation for this sort of treatment is afforded Partridge & Richardson by the fact that Sam has a brother—Ikey—on the same block, in the same business. When Ike sells more shoes than Sam, Sam gets out an injunction, and when Sam sells more than Ike, Ike does likewise. In the interval both watch the Partridge & Richardson announcements, and when the right one comes along, Sam on one side and Ikey on the other, hang out the seductive sign "SHOES AS ADVERTISED."

Who says Philadelphia is not a lively, bustling metropolis? WM. PENN.

WESTERN NOTES.

MR. WM. C. HUNTER, who comes to New York every six weeks to get that rest and recuperation necessary for a continued residence in Chicago, where a cruel fate has condemned him to live, has a beautiful head of Raphael hair, and a lot of ideas stowed away beneath it. When he drops in on a man with Boyce's big list of weeklies sticking out of his coat tail pocket something's got to drop.

He is a pleasant man to meet, knows everybody worth knowing, and in his lucid moments is willing to admit that Chicago is not all of the United States. As a hunter after contracts he is a dazzling success.

MR. E. H. BROWN, who has charge of the advertising department of the Price Baking Powder Co., of Chicago, is a young man of about 26 years of age, and wears a smooth shaven face a la McKinley, of whom he is a great admirer. If he could only testify his appreciation of McKinley on Election Day it would be more to the point, but in spite of his Napoleonic face he votes the Cleveland ticket.

He sees more men in a day than Jumbo in his palmiest moments. The solicitors complain, however, that he doesn't always see things as they would like, and the consequence is that many of their beautiful dreams fade into thin air.

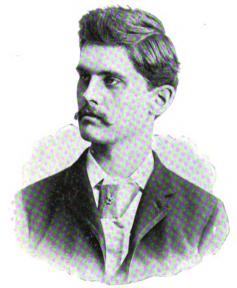
A good way to get in with Mr. Brown is to know how to do the vanishing act when the bell rings.

A PLEASANT gentleman to see is Mr. John T. Revell, of Alex. H. Revell & Co. Like all good men he has a reception day and his familiar call, "Tuesday afternoon," lets you down easy.

E. A. WHEATLEY.

Mr. E. A. Wheatley, whose portrait we take pleasure in presenting herewith, is one of the attractions of Chicago that the gentlemen who are advertising the World's Fair have neglected to mention in their prospectus.

We had hoped to publish a biography of



E. A. WHEATLEY.

Mr. Wheatley in serial form to run for two or three years like *The Century's* "Life of Lincoln," but he is modest and refuses to be immortalized. "There is nothing to say about me," he writes. "If you can find anything to say please do; it may help me in my business. I want help; I've a hard tussle, sometimes—when I have to think—you can see that by the picture. My modesty prevents me from saying more. I am modest; the picture shows it. Just under the left eye, that spot you see there, that's modesty—bashfulness. That's why I never can find anything to say about myself—only about other people."

Mr. Wheatley was born in India—or Indiana—we've forgotten which, and is soon to be married. When this interesting event occurs he may overcome his inordinate diffidence long enough to issue a little white and gold pamphlet entitled

—OF US

A SEQUEL TO "—OF ME," By E. A. Wheatley.

The Proctor & Gamble contest for verses advertising Ivory Soap has been concluded and the prizes awarded as follows:

First Prize, \$300; John A. Conwell, Aurora, Ind.

Second Prize, \$275; Elizabeth Strong Baker, Malden, Mass.

THIRD PRIZE, \$250; Emma M. Wood, Harrodsburg, Ky.

FOURTH PRIZE, \$225; Robert J. Mitchell, Sheldon, N. Dak.

FIFTH PRIZE, \$200: Eben E. Reseford, Shiocton, Wis.

Sixth Prize, \$175; Bell Devlin, Philadelphia, Pa.

SEVENTH PRIZE, \$150; Henry C. Wood, Harrodsburg, Ky.

Eighth Prize, \$125; Chas. Anderson, Delaware, O.

NINTH PRIZE, \$100; Amy E. Blanchard, Philadelphia, Pa.

TENTH PRIZE, \$75; Henry C. Wood, Harrodsburg, Ky.

ELEVENTH PRIZE, \$50; Florence Dunreath Brewer, Portland, Me.

TWELFTH PRIZE, \$25; E. L. Baker, Newark, N. J.

The total number of contributions received was 27,388. The prize verses, with appropriate illustrations, will be used as advertisements of Ivory Soap in magazines and weekly papers during the ensuing year.

It is interesting to note that with the exception of two in Philadelphia, no resident of a large city is numbered among the prize winners. Little Harrodsburg, Kentucky, heads the list for talent, Mrs. Emma M. Wood and her son, Henry C. Wood, having carried off three of the prizes between them.

Mr. John A. Conwell, whose verses entitled "The Telegraph, the Telephone and Ivory Soap Come Later," captured first prize, commemorates the event in the following quatrain:

There is a truth as patent as the sun, To me, at least—and I'm not loath to tell it; There's gold in Ivory Soap for others than The gentlemen who simply make and sell it.

One of the disappointed contributors, however, takes a different view of the matter and gives vent to his feelings in the following lament:

"July has come!" Ah, yes, and August, too, That brings my verses back again from you; Weak and discouraged 'mong a ton of verse, The best of none, perhaps of all, the worst. O! could the gods, for one brief mortal hour, Give Ivory Soap a wond'rous, new born power, To wash away each line I wrote with care, To clean the sheet, until it's pure and fair! Some things we write we're anxious to recall: The better way is not to write at all. Then, pardon me for taking up your time, With fool ideas, and still more foolish rhyme. What chance had I, 'mong tens of thousands more, To win a prize? I'm wiser than before. I here declare, I'll suffer many ills, Ere I'll rhyme for soap, liver-pads or pills.

What sufferings thy judges must have had! A wilderness of verse, indifferent, good and bad. Their duty's done: I hold they did it well, Because, no prize to my poor efforts fell. I thank you all for kindness shown to me; Your soap deserves to sell tremendously. And now, farewell, with this, my earnest hope, That, o'er its verse shall rise thy IVORY SOAP.

ADVERTISING SCHOOLS.

It is to be hoped that Mr. Frank H. Alden, of Alden & Faxon, may be induced to print in pamphlet form the address on "School Advertising," which he recently delivered before the National Business Educators' Association at Saratoga. We have space here for only a few extracts:

* * * Schools should be known far and wide, and the way by which a school can best be made known is through advertising liberally and judiciously. The more people who are familiar with a school the better. There are thousands of parents whose chief aim in life is to have their children succeed in life better than they have done, who are willing, yes, anxious to sacrifice for them that they may, by education, be better enabled than they to gain a livelihood. There are thousands of active, wideawake young men scattered over the country who are desirous of obtaining a business education, but they, being unfamiliar with the ways and methods of business life, do not understand how to go about it to secure the desired training, nor do they appreciate that the training you stand ready to give them is within the reach of those who have but little of this world's goods to spare for educational purposes.

* * * How shall we bring to the attention of this great multitude of would-be buyers of education the advantages that any particular school may have? By advertising! Advertising is publicity and it does not die. How many of you can recall some scholar whose attention was turned to your school by a scrap of paper in which there was some mention of the college, or perhaps by some advertisement read in boyhood days?

* * Never start out in advertising with the hope of succeeding by misrepresentation. Advertisements should tell the truth, the whole truth, and nothing but the truth. Advertisement lies, like other kinds of lies, are abominable. It is true that too little conscience enters into some advertisements. However, it is one's privilege to paint his advertisements as brightly as possible, and to make them singularly attractive; but the facts should always rest on the substratum of truth. The fabric of falsehood makes a rotten garment.

If the right methods of advertising a school be



employed, the most sterile soil may be made fertile and to yield rich and ample returns for labor expended. There is often much in a name, when much is made of it. Whatever section of the country you desire to cover, cover it thoroughly. There is no newspaper medium so small but what has its influence and is a valuable one if it be bought at its value. Some papers are not worth over \$1.50 or \$2.00 a year, but they are worth that amount if the results desired are yours. Cover this territory with your circulars; let every parent, young man and young woman in said territory have brought to their minds when a school is mentioned, your school.

The newspapers of the country are very willing, and ofttimes eager and anxious to publish as news matter anything concerning schools. Here is an unworked mine for some college president. I tell you, gentlemen, professors, you cannot begin to give the newspapers enough information about your colleges, advertisements that will receive free insertion. Follow this advice-work this mine thoroughly. Send the newspapers something every week and send it, too, to every newspaper in your territory. School advertisements may be made interesting reading matter in this way. This is free advertising, pure and simple, and on the most elegant order, too. Only be careful to have your articles for the newspapers newsy and entertaining, for newspaper publishers as a rule are sharp, shrewd men, and are not given to inserting free for advertising purposes anything as news that may be too bald in its make up.

THE HUNDRED DOLLAR PRIZE.

OWING to delay in getting the last number of ART IN ADVERTISING out among the newsdealers, it is deemed advisable to extend the time set for the closing of the prize contest to November 15. This will give those dealers who received late copies of the September number a chance to compete.

We acknowledge the receipt of contributions from the following: Robert Marsh, Philadelphia, Pa.; S. A. Nichols, Flora, Ill.; P. Gotthelf, New York; R. W. Shipman, Altoona, Pa.; Peter Drach, Greenport,



AN ENTERPRISING DEALER'S IDEA.

N. Y.; R. Goldsmith, San Francisco; Warren Elbridge Price, San Francisco.

"What I would do if I were a publisher to increase the sale of my periodical on the news-stand," is the matter to be discussed, remember, and the newsdealer who writes the best article on this subject gets the hundred.

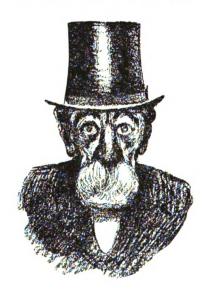
This paper depends upon a legitimate list of subscribers for its support. It has no exchange list or sample copy or dead-head list of any kind.

It offers no inducement beyond the paper itself. If it seems worth the money to yon, kindly enclose a dollar for a year.

The price of the paper is \$1.00 per year, 3 months for 25c.

Your subscription is respectfully requested.

SNAP SHOTS BY THE OFFICE KODAK.



THE term "hush money" probably owes its origin to the fact that money talks.

THE PREFERRED QUALITY.

Mr. Latestayer: "What qualities do you most admire in a man, Miss Danks?"

MISS DANKS (wearity): "Oh, I don't know, Mr. Latestayer, but I think I prefer a man who has some 'go' in him."

THE inhabitants of Mars are supposed to be a very superior race; quite out of sight, in fact.

The proper thing to do with a rough estimate is to have it "filed" for future reference.

TRUTH is more of a stranger than fiction.

NOT SO FUNNY AFTER ALL.

Tomkins: "Do you consider May an unlucky month for marriages?"

Jones (emphatically): "Undoubtedly!"

Tomkins (facetiously): "What month were you married in?"

JONES: "January—Yah!"

WANTED-AN OFFICE BOY.

We're willing he should loaf or chew, talk back or steal or fight, smoke any brand of cigarette from morning until night. We'll give him all the time he wants for reading, sleep or play, but we won't put up with a single note of TA-RA-RA-B—M-DE-AY.

A DISTINCTION.

HE: "Her ancestors came over in the Mayflower."

SHE: "Humph! Second cabin, I suppose?"

A MATTER of common report—Gunpowder.

THE man who wears a diagonal suit is not necessarily biased in his opinions.

SUPERFLUOUS.

Mrs. Gumpy: "Don't you subscribe for the other magazines as well as this one?"

Mrs. McGiddy: "Oh dear! No. The advertisements I find, are just about the same in all of 'em."

E. L. S.

A LIST OF GENERAL ADVERTISERS.

THE following pages contain the fifth installment of a list of all the general advertisers in the United States. Perfection is not claimed, but it is the intention to include all advertisers who use general mediums as distinguished from local advertisers. Any addition or corrections, particularly as regards "The Man in Charge," will be thankfully received.

NEW YORK.					
NAME.	BUSINESS.	ADDRESS.	PLACE.	MAN IN CHARGE.	
	NEW YORK	CITY.			
Lindeman & Sons,	Pianos,	147th St. & Brook			
Lindeman & Sons, Lindemann, A., Lindenmeyer, Henry, Little Giant Letter Press Co., Little, J. J. & Co., Little, J. H. & Co., Lantier, Mme., London Supply, London Tea Co., Loth, Joseph, Lourell & Frances, Lynton, E. K., Lyon Mfg. Co., Mackiewiez, Macmillan & Co., Magic Corset Clasp Co., Magic Introduction Co., Magic Introduction Metal Co., Magic Introduction Metal Co., Malier Bros., Mail & Express, Mail & Express, Mail & Express, Maillard, Major, A., Mathier Mfg. Co., Manhattan Life Ins. Oo., Manhattan Life Ins. Oo., Manhattan Finting & Pub. Co., Marks, Montague, Marsh, Montague, Marsh, Montague, Marshall & Smith Piano Co., Marvin Glover & Hosier, Marvin Safe Co., Mashusek Mfg. Co., Mathers, Geo. Sons, Matthews Decorative Glass Co., Matthews Decorative Glass Co., Matthers, Geo. Sons, Matthers Decorative Glass Co., Matthers, E. J. & Co., McAllister, McCafferty & Holton, McCafferty & Holton, McCafferty Sepcialty Co., McCreery Electric Specialty Co.,	Mince Meat and Preserves, Paper, Letter Presses, Printer, Furniture, Toilet Articles, Hair Grower, Teas, Publishers, Fair and Square Ribbons. Stationery, Flesh Reduced, Lyons Kathairon, Perpetual Index Books, Publishers, Photographs, Publication, Corset Clasps, Magic Scholars' Companion, Magnolia Metal, Fashions, Dry Goods, Evening Newspaper, Chocolate, "Major's Cement," Maltine, Life Insurance, Publications, Nursing Appliances, Manual Training, Artificial Limbs, Art Amateur, Pianos, Artists' Materials, Gloves and Hosiery, Safes, Vocalion, Pianos, Printing Ink, Ornamental Glass, Bankers for Travellers, Magic Lanterns, Job Printer, Almond Meal Charcoal Tablets, Fashions, Hotel Lincoln, Coates Patent Clippers,	Ave. 38 Renwick St. Houston St. 16 Warren St. Astor Place. 3 West 14th St. 124 West 23d St. 853 Broadway. 793 Washington St. 15 East 16th St. 65 Greene St. 45 Maiden Lane. 19 Park Place. 5th Ave. & 13th St. 112 Fourth Ave. 813 Broadway. 743 Broadway. 743 Broadway. 744 Broadway. 747 Broadway. 74 Cortlandt St. 503 6th Ave. 23 Park Row, Union Square. 232 William St. 19 Warren St., 158 Broadway. 12 Frankfort St. 291 Church St. 29 University Place, 701 Broadway. 21 Union Square, 235 East 21st St. 27 Park Place, 701 Broadway. 10 East 16th St. 80 5th Ave. 60 John St. 328 East 26th St. 2 Wall St. 49 Nassau St. 61 Beekman St. 161 Beekman St. 165 William St. 14th St., B'way & 52d St.		Mr. Harroun. R. A. Ward. Wm. L. Marks. Montague Marks. Mr. Marks.	
McCreery, J. McCutcheon, James & Co., McDonald, R. H. Drug Co., McDowell, A. & Co., McDowell Co.,	Electrical Supplies, Dry Goods, Linens, Sea Salt Soap, Fashion Journals, Garment Drafts,	136 Liberty St. B'way & 12th St., 64 West 23d St. 6 Wall St. 4 West 14th St. 6 West 14th St.		Mr. Crawford.	
McKenna, Edward, McLaughlin Bros., McMullen, Thomas & Co., McMunn, Meriam, Edward J., Merrill, Charles E. & Co., Merwin, Hulbert & Co.,	Pads and Books, Publishers, Pure Wines, McMunn's Elixir Opium, Paper, Publishers, Gymnasium and Sporting Goods.	81 Chambers St. 623 Broadway. 44 Beaver St. 372 Pearl St., 23 Beekman St. 52 Lafayette Place. 26 West 23d St.		E. Ferret.	
Metropolitan College of Music, Meyrowitz, E. B.,	Music, Optician,	19 East 14th St., 295 4th Ave.		H. W. Green.	

NAME.	BUSINESS.	ADDRESS.	PLACE.	MAN IN CHARGE,
	NEW YORK	CITY.		
Middleton, C. M. Drug Co.,	Toilet Articles,	74 Cortlandt St.		1
Miller, Miller, C. A., Miller's Hotel,	Hats,	177 Broadway.		
Miller, C. A.,	Hats, Headache Cure,	32 East 14th St.		C1 Y7 Y7
Miller's Hotel, Millers Falls Co.,	Hotel,	37-41 West 28th St., 93 Reade St.		Chas. H. Haynes.
Milliken & D'Amour	Tools, Fine Machine Work,	151 Cedar St.		
Milliken & D'Amour, Mills, Wm. & Son,	Fishing Tackle,	7 Warren St.		
Minerva Pub. Co.,	Publications,	48 University Place.		1 7 D 1
Mitchells, Mitchell & Miller,	Book of Reference, Publishers, <i>Life</i> .	830 Broadway, 28 West 23d St.,		A. J. Bowden. T. F. Sykes.
Moriarity, John.	Furniture.	Fourth Ave.		1. F. Oy Kes.
Moriarity, John, Moseman, C. M. & Bro.,	Horse Muzzle	128 Chambers St.		
Moss Engraving Co.,	Press Work, Photo Engraving, Porcelain Lined Tubs,	535 Pearl St., 84 Beekman St.		John G. Moss.
Mott, J. L. Iron Works,	Sparkling Cider,	118 Warren St.		
Moss Engraving Co., Mott, J. L. Iron Works, Mott, S. R. & J. C., Müller, Wallace & Co., Muller, Wm. H., Munny, G. H. & Co.	Toilet Soaps.	116 Wallen St.		
Müller, Wallace & Co.,	Commission Merchants,	48 Pearl St.		
Muller, Wm. H.,	Gout Cure.	42 University Pl.		
	Champagne.	361 Broadway,		A. E. Beach.
Munn & Co., Munro Publishing House,	Scientific American, Publications.	24 Vandewater St.		II. II. Donom
Munro & Baldwin.	Publications, Leno & Co. "Highland Feather."			
Murray & Lanman, Mutual Life Ins. Co.,	Florida Water.	N		D. A. MaCunda
Mutual Life Ins. Co., Mutual Reserve Fund Life Ass.,	Insurance, Insurance,	Nassau and Cedar 38 Park Row.		R. A. McCurdy.
Natal Jewel Co	Jewelry,	Box 2803.		
Nathan, B.,	Shoes.	219 6th Ave.		
Nathan, B., Nathan, Clarence, National Advertising Service, National Conduit Mer. Co.	Calenders and Specialties,	202 Fulton St.		C C II Lt. V.
National Advertising Service, National Conduit Mfg. Co.,	Advertising, Electric Conduits,	3 Park Place, 17 Times Building,		C. S. Houghtaling P. McQuade.
National Architects' Union,	Architecture,	62 New St.		r. McQuade.
National Press Intelligence Co.,	Press Clipping,	6 Murray St.		
National Press Intelligence Co., National Sheet Metal Roofing Co.,	Press Clipping, Metal Shingles,	9 Cliff St.		
Needham Co.,	Typewriting Cabinet,	292 Broadway. 33 East 17th St.		
Nelson, Thomas & Sons, Neppert Bros	Publishers, Piano Stools,	12 East 15th St.		
Neppert Bros., Nevins & Haviland,	Shade Rollers,	406 Broadway.		
New Home Sewing Machine.	Sewing Machine,	28 Union Square,		Lew Rogers.
Nichols Mfg. Co.,	Spiral Spring Corsets,	378 Canal St.		
Nicoll, Nicoll, N. M. Building & Loan Ass. of New York, Norfolk & Western Railroad, North American Review	The Tailor,	771 Broadway.		
New York.	Investments,	41 Chambers St.,		Wm. Gibson.
Norfolk & Western Railroad,	Railroad, Monthly Magazine,	303 Broadway.		
	Monthly Magazine,	14th St., 166 West 27th St.		Mr. Heaton.
Nourse, Fred.,	Springs, Drums for Spices,	74 Warren St.		
Novelty Drum Package Co., Novelty Introduction Co.,	"Wizard Bubble Blower,"	19 Whitehall St.		
Nutrolactus Co	Health Food,	World Building.		
N. Y. Belting & Packing Co.,	Rubber Fabrics,	75 Park Row. West and Bethune		
N. Y. Bureau Revision	Biscuits, Revision and Criticism,	20 West 14th St.,		Dr. T. M. Coan.
N. Y. Biscuit Co., N. Y. Bureau Revision, N. Y. Carbon & Transfer Paper		51 Nassau St.		
Co'	Typewriter Ribbons,			
N. Y. Central Iron Works, N. Y. Central & H. R. R. Railroad,	Boilers, Railroad.	36 Park Place. Grand C'tr'l Depot,		Geo. H. Daniels.
N. Y. Consolidated Card Co.,	Playing Cards,	222 West 14th St.,		Stanley Cohen.
N. Y. Enamel Paint Co	Paints.	178 Prince St.		
N. Y. Evangelist, N. Y. Herald,	Weekly Religious Paper, Daily Newspaper	129 World B'ld'ng,		Henry M. Field
N. Y. Herald, N. Y. History Co.,	Daily Newspaper Histories.	132 Nassau St.		
N. Y. Insulated Wire Co.,	Waterproof Wire	649 Broadway,		T. W. Godfrey.
N. Y. Life Insurance Co.,	Insurance,	346 Broadway, Bridge Store, 16		Mr. Hudnut.
N. Y. Machinery Depot,	Machinery,	Bridge Store, 16		
N. Y. Mallet & Handle Works,	Mallets,	Frankfort St. 456 E. Houston St.		
N. Y. Recorder.	Daily Newspaper,	21 Park Row,		Geo. W. Turner.
N. Y. Recorder, N. Y. Silicate Book Slate Co.,	Silicate Blackboards and Books,	35 Vesey St.		
N. Y. St. Bernard Kennels,	St. Bernard Dogs,	138th St. & Hudson		Henry Jennings
N. Y. Stencil Works,		River, 100 Nassau St.		
N. Y. Trust Combination Co.,	Steel Type, Rubber Stamps, Novelties,	116th St.		
Operiv & Newell	Stamping Outfit,	550 Pearl St.		
Oelrichs & Co.,	N. G. Lloyd Steamship Co.,	2 Bowling Green.		T C Ogilpia
Ogilvie, J. S.,	Publisher,	57 Rose St., 99 Franklin St.		J. S. Ogilvie.
Old Bleach Linen Co., Once A Week,	Linens, Weekly Paper,	West 13th St.,		P. F. Collier.
O'Neills,	Dry Goods,	6th Ave. & 20th St.		
Ostheimer Bros.,	Guyot Suspenders,	405 Broadway.		

NAME.	BUSINESS.	ADDRESS.	PLACE.	MAN IN CHARGE,
	NEW YORK	CITY.		
Von Hofe, Edward,	Fishing Outfits,	95 Fulton St.		1
Von Lengerke & Detmold,	Smokeless Powder,	8 Murray St.		
Vondy, Thomas D.,	Fine Leather Goods,	75 University Pl. 28 Reade St.		
Wade, H. D. & Co., Waite and Bartlett Mfg. Co.,	Printing Inks, Electro Medical Instruments,	28 Reade St. 143 East 23d St.		
Wall St. Daily News,	Financial Paper,	49 Exchange Pl.,		E. Martin Black
Wallis & Co.	Lace Curtains,	291 Church St.		(
Wagon & Carriage Co., Ward, Marcus, Ward, Wm. H. & Co.,	Racine Wagons,	151 S. Fifth Ave.		N. (1)
Ward, Marcus,	Writing Paper, Paper,	734 Broadway, 68 Beckman St.	1	Mr. Gleam.
Warne, Frederick & Co.,	Publications,	3 Cooper Union.	F .	
Warner Bros.,	Corsets,	359 Broadway,	1	Dr. L. C. Warner
Washington Steam Carpet Clean- ing Co.,	Carpet Cleaning,	301 West 125th St.,		W. H. Hunt.
Waterbury, W.,	Prepared Flour,	115 Warren St.		1
Waterbury, W., Waterman, L. E., Watkins, J. B. L. M. Co.,	Fountain Pens,	155 Broadway,		L. E. Waterman
Watkins, J. B. L. M. Co.,	The .	2 Wall St.,		Henry Dickinson
Weber, P.,	Pianos,	1 5th Ave. & 16th St.		
Webbs' Adder Co., Webbs, Mrs., Webber, B. P.,	Adder, "Magic Tea,"	+ Cedar St. + 462 Canal St.	1	
Webber, B. P.,	Rubber Stamps,	58 John St.		
Webster, Chas. L. & Co.,	Publishers,	67 Fifth Ave		Mr. Rosenquest.
Wehan, Henry J.,	Publisher,	130 Park Row.		
Weeks, A. A., Weir, J. D.,	Glass Paper Weights,	11 Gold St.		1
Weir, J. D., Werner, A. & Co.,	Linens, California Champagne,	80 Franklin St. 52 Warren St.		1
Wetherbee & Fuller	Buckingham Hotel	Fifth Ave.		
Wetherbee & Fuller, Wheeler & Wilson Co.,	Buckingham Hotel, Sewing Machines,	Broadway.	i I	
White, S. S. Deutal Mfg, Co.,	Dental Appliances.	1262 Broadway.		1
Whiting Mfg. Co.,	Silversmiths,	Union Sq. & 16th St.	1	
Whiting Paper Co.,	Paper, Saddles,	150 Duane St., 118 Chambers St.	1	Chas. Willett.
Whitman Saddle Co., Whiton, Mary B. & Lois A. Bangs,	Academy,	525 Park Ave.	:	i
Wilcox & Gibbs,	Sewing Machines,	658 Broadway.		1
Wilkinson, C. B.,	Jeweller,	42 John St. 74 West 23d St.	İ	
Wilson, Jas. G.,	Venetian Blinds,	74 West 23d St.		60 12 100
Winchester & Co., Wingsto Charles K	Hypophosphite of Lime and Soda, Twilight Park	† 162 William St., , 119 Pearl St.		Chas. F. Wingat
Wingate, Charles F., Wolf & Van De Vengle,	Novelties in London Goods,	515 Broadway.	1	1
Woman's Illustrated World,	Periodical,	10 West 23d St.		4
Wood, William & Co.,	Medical Books,	47 E. 10th St.	1	
Wood Mosaic Co.,	Wood Floors,	315 Fifth Ave.	1	
Woodbridge & Turner Engineer- ing Co.,	Engineering.	47 Times Building.		1
Woodbury John H	Facial Soap.	125 West 42d St.,		Mr. Woodbury,
Woodbury, John H., Woodward, E. B., Woodward's Musical Monthly,	Game Commission Merchant,	174 Chambers St.	1	
Woodward's Musical Monthly,	Publication,	842 Broadway,	1	
worthington & Co.,	Publishers,	747 Broadway,		Mr. Worthington
Wyckoff, Scamans & Benedict,	Remington Typewriter,	327 Broadway,		Mr. Jones.
Yost Writing Machine Co., Young & Smylie,	"The New Yost," Stick Licorice.	71 Broadway.		1
Cell's Encyclopedia.	Frek Licorice.			
forn, John,	Orthopedic Specialties,	253 Third Ave.		John Zorn.
Carlos Charles I. R. Ca	Boats.	T A CM CA	Nyack.	
Seabury, Charles L. & Co., Rubber Pen Co.,	Rubber Pens,	Foot of Main St.,	Olean.	
Chaffee, W. C.,	Shorthand Taught,		Oneida.	
Chaffee, W. C., Oneida Mfg. Chuck Co.,	Drill Chucks,		Oswego,	
Kingsford, H. Son,	Silver Gloss Starch,		Oswego.	
King & Co.,	Harness,		Oswego.	
Pierce, Benj. M., Brown, Geo. R.,	A Chiro Cycles" for Invalids, Paper Bag Holder,		Oxford, Palmyra,	
Sprague, H. M.,	Rubber Packed Boats.	St. Lawrence Co.,	Parishville.	i
Pross, Geo. W.,	Stationers' Goods,	1	Peckskill.	
lsborn, William R.,	Steam Yachts,		Prekskill.	
Lightfoot, John R.,	Expert Accountant,	i	Penn Yan.	İ
Baird Clock Co., Williams Mfg. Co.,	Advertising Clocks, Helpmate Machine,	!	Plattsburgh. Plattsburgh.	
Eastman College,	College,		Poughkeepsie,	
Holland, F. C.,	Military Institute,	i	Poughkeepsie.	
Box. John F.,	Seedsman,		Pulaski.	
Roll Paper Cutter Co., 'aldwell Mfg. Co.,	Paper, Sash Balance,	200 (2000)	Richford.	
andwell Mig. Co.,	Sasn Balance,	30 Centre St.,	Rochester. Rochester.	
Cook, E. H. & C., Curtice Brothers Co.,	Heaters, Canned Fruit,	92 Andrews St.,	Rochester,	Mr. Curtice.
Cutter Mfg. Co.,	U. S. Mail Chute,		Rochester,	2.1. (
Cutter Mfg. Co., Duffy Malt Whiskey,	U. S. Mail Chute, Malt Whiskey,	1	Rochester,	
Eastman Co.,	Kodak,		Rochester,	- Mr. Geo. Eastmai

NAME.	BUSINESS.	ADDRESS.	PLACE.	MAN IN CHARGE.
	NEW YORK C	ITY.		
sborn & Wilson,	Monarch Toilet Paper,	37 Warren St.		
Outerbridge, A. E. & Co.,	Steamships to Bermuda,	39 Broadway.		
Pach Bros., Packer Mfg. Co.,	Photography, Parker's Tar Soap,	935 Broadway. 100 Fulton St.,		E. A. Olds,
Paine, A. W.,	French Rat Traps,	106 Beekman St.		E. A. Olds,
'alliser, Painser & Co.,	Architects,	21 East 42d St.,		Mr. Palliser.
Palmer, H. R. 1	Piano Primer,	Lock Box 2841.		
'ampaillon, H. W.,	Publisher,	30 Bond St.		
Pansy Corset Co., Parker, E. S.,	Corsets, Titan Horse Salve.	1194 Broadway.		
Pastime Novelty Co.,	Harmonica,	387 Broadway.		
'ears' Soap,	Tarmonica,	Potter Building,		L. D. Morse.
Peck & Snyder,	Sporting Goods,	130 Nassau St.,		Mr. Breakspear.
čeck & Son,	Opera Pianos,	212 West 47th St.		
eck & Sons,	Perfumes,	239 Hudson St.		
Pember, E. A., Pennsylvania Railroad,	Special Agency,	145 Broadway.		t Chan P. Do-L
Peruvian Chemical Co.,	Railroad, "Bo Ro,"	849 Broadway, 140 Nassau St.		Chas. E. Pugh.
etrie & Pels,	Wood Engravers,	64 Ann St.		
Phoenix Glass Co	Glass,	42 Murray St.		1
Pierce Artesian & Oil Well Supply Co.,	Well Supplies,	80 Beaver St.		
ply Co.,				
Pinaud, Ed.,	Elixir Dentifrice,	East 14th St.		
Pinaud, Ed., Pruney, F. H., Pirie, Alex. & Sons,	Steam Printer,	533 Pearl St.		
Plant & Steinfield,	Envelopes, Cards, Gummed Papers, Hotel Vendome,	33 Rose St. 41st St. and B'way.		Ì
Plath Charles & Son.	Fishing Tackle,	130 Canal St.		
Plath, Charles & Son, Plaza Hotel,	Hotel,	5th Ave. & 59th St.,		F. A. Hammond
Plume & Atwood Mfg. Co., +	Banner Lamp.	18 Murray St.		
Pond's Extract Co.,	Pond's Extract,	76 Fifth Ave.,		E. O. Stanley.
Pott, James & Co.,	Publishers,	14 Astor Place.		
Potter, C. Jr. & Co., Press, The.	Cold Type Process, Daily Newspaper,	12 Spruce St. Potter Building.		
Pulvermacher Galvanic Co.	Daily Newspaper,	Potter Building.		
Putnam, G. P. & Sons,	Publishers,	27 West 23d St.		Bishop Putnam
	•	Greenwich & Ves-		
Pyle, James,	Pearline,	try Sts., 57 N. Moore St.		James T. Pyle.
Quaker Oats, Radam, Wm., Radway, Dr.,	Breakfast Food,	57 N. Moore St.	•	
Radam, Wm.,	Microbe Killer, "Radway's Ready Relief,"	7 Laight St.		
Rand Drill Co.,	Rock Drills,	23 Park Place.		
Rand MeNally Co	Pocket Maps,	Chicago.		
Rand, McNally Co., Randel, Barremore & Billings,	Diamonds,	58 Nassau St.		
Randolph, John J. F.,	F. and F. Commission Merchants,	15 Whitehall St.		
Randolph, Anson D. F. & Co.,	Publishers,	38 West 23d St.		
Rau, Martin,	Folding and Gumming Machines,	39 Centre St.		į
Rauchfuss, L., Raymond & Whitcomb,	Wigs and Hair Goods,	44 East 12th St.]
Raymond & Whitcomb, Reynolds, C. T. & Co.,	Descriptive Books, Tours,	257 Broadway. 106 Fulton St.		İ
Redfern,	Paints, Ladies' Tailor,	210 Fifth Ave.		
Reed & Carnrick,	Chemists " Carnrick's Food,"	210 1 11th 11 te.		John Carnrick.
	Flour and Grain Commission Mer-	ooo Dandaraa Padan		
Reed, Isaac H. & Co.,	chants,	222 Produce Ex'ge.		
Reeves, J. H.,	Remedies,	Box 3290.		1, ,, ,,
Review of Reviews,	Magazine,	13 Astor Place,		Mr. W. C. Gates
Rhoner, Frank & Co., Rich, E. C. Co. (Ltd.), Richardson, J. N. Sons,	Parlor Furniture. Imperial Table Jelly,	160 Franklin St.		
Richardson J. N. Sons.	Damask,	84 Franklin St.		
Richardson, A. Frank,	Advertising,	13 Tribune Bu'ld'g.		
Richardson, M. A. & R. L.,	Baby Tender.	403 West 126th St.		1
Richter, F. A.,	Toys,	310 Broadway.		'
Richter, A. D. & Co.,	Toys,	310 Broadway.		
Rider Engine Co.,	Engines, Weekly Paper,	37 Dev St.		T. W. Malanata
Rider & Driver, Ridley, Edward & Sons,	Dry and Fanoy Goods	1441 Broadway, 309 Grand St.		J. W. McDonald
Ringler F. A. Co.	Photo Engravings and Electrotypes,	21 Barclay St.		
Ringler, F. A. Co., Ripan's Chemical Co.,	Ripan's Chemical Tablets,	10 Spruce St.,		Geo. P. Rowell,
Rising Sun Stove Polish,	•			
Roberts' Safety Water Tube	Boilers,	18 Cortlandt St.		
Boiler Co.,	'	and the second second		
Robst, H. A.,	"Crumbs of Comfort" Cough Drops.	to Dank Dlass		T. P. Dlams
Rochester Lamp Co., Rogers Bros.,	Lamps, Plated Silver,	42 Park Place, 18 Cortlandt St.		J. F. Place.
Rogers Bros., Rogers Manifold & Carbon Paper		1		
Co.,	Typewriter Kiowais,	73 Maiden Lane.		
Rogers, Pect & Co.,	Clothiers,	Prince St. & B'dway		Mr. Chambers.
Romance Pub. Co.,	Publications,	Clinton Hall, As-		
441711444140.	- acceptance of	tor Place.		

NAME.	BUSINESS.	ADDRESS.	PLACE.	IN CHARGE.
	NEW YORK	CITY.		
Root, E. M.,	Publisher,	143 Chambers St.		
Rothschild Bros. & Co.,	Peptonate of Iron.	100 Pronders		
Routledge, George & Sons, Ltd.,	Publishers,	428 Broadway. 135 Fifth Ave.		
Roux & Co., Rowland Thomas	Furniture, Taxidermist,	182 6th Ave.		
Rowland, Thomas, Royal Baking Powder Co.,	Baking Powder,	106 Wall St.,		Mr. La Fetra.
Railroad & Engineering Journal,	Trade Paper.	100		
Ruckel & Hendel,	Madame Porter's Cough Balsam,	47 Cedar St.,		M. N. Forney.
Runkel Bros.,	Cocoa.			
Ruppert, J.,	Brewery,	3d Ave. & 91st St.		
Rural Publishing Co.,	Publication,	Times Building,		Mr. Libbey.
Russell, L. M.,	Mustache Trainer,	5 Dey St.		
Sabine, J. B., Sallade & Co.,	Electrical Patents,	181 Broadway. 53 West 24th St.		
Sanborn, Geo. H. & Sons,	Insect Exterminator, Paper Cutting Machines,	69 Beekman St.		
Sands, Alfred & Son,	Yacht Plumbers,	134 Beekman St.		
Sanitary Pub. Co.,	Treatises on Heating,	Box 2212		
Sanitas Co.,	Remedies,	Box 2212. 636 West 55th St.		
Sargent Mfg. Co.,	Book Cases,	814 Broadway.		
Sawyer, Man Electric Co.,	Incandescent Lamps,	510 West 23d St.,		Mr. Morris.
Sawyer, Man Electric Co., Schaus, William,	Art Gallery.	204 Fifth Ave.		
Schemerhorn's.	School Supplies,	3 East 14th St.		
Schedler, H.,	Glove Manufacturer,	96 Church St.		
Scheidig, J. & Co.,	Magic Lanterns,	43 Maiden Lane.		
Scheidig, J. & Co., Schieffelin, W. H. & Co., Schlesinger, Chas. & Sons,	Chemists "Vapo Cresoline,"	170 William St.		
Schmidt, Julius C.,	Rye Whiskey. Designers, Engravers,	527 Pearl St.		
Schovering, Daly & Gales,	Gales Cycles,	302 Broadway,		Mr. Daly.
Schultze Photo Equipment Co.,	Photo Appliances,	5 Chatham Square.		Mr. Dary.
Schulze-Berge, Koechl & Mervius,	Anti Pyrene,	79 Murray St.		
Schwartz, Miss H.,	Banker and Notary.	241 West 23d St.		
Scott & Bowne,	Scott's Emulsion Cod Liver Oil,	S. Fifth Avenue,		Mr. Scott.
Scott, Geo. A., Scott Stamp & Coin Co.,	Electric Safety Razor,	842 Broadway.		
Scott Stamp & Coin Co.,	12 East 23d St.,	155 Broadway,		A. M. Stewart.
Scottish American,	Weekly Paper,	33 Rose St.		
Scoville & Adams Co.,	Cameras,	423 Broome St.		Mr. Marvin.
Scribner, Charles Sons, Scribner's Magazine,	Publishers,	743 Broadway, 743 Broadway,		F. N. Doubleda
Seeley Bros.,	Ferrinite-Mahogany Finish,	32 Burling Slip.		T. N. Doubleda
Selchow & Richter,	Games,	390 Broadway,		Mr. Richter.
Servoss, R. D.,	Engravers,	21 Centre St.		
Servoss, R. D., Seth, Thomas, Clock Co.,	Clocks,	49 Maiden Lane.		
Sewell, J.,	M. R. C. V. S.,	854 Seventh Ave.		
Shaw, L.,	Hair Goods,	54 West 14th St.		
Shaw, L., Sheffleld Dr.,	Artificial Teeth, Fountain and Gold Pens,	26 West 23d St.		
Shipman, Asa L. Sons,	Fountain and Gold Pens,	10 Murray St.		
Shoninger,	Pianos,	96 Fifth Ave.		
Shoppell, R. W.,	Architect, Shorthand Instruction,	63 Broadway. 816 Broadway.		
Shorthand School, Shriver, T. & Co.,	Copying Presses,	333 East 56th St.		
Siede, Henry,	Furs.	14 West 14th St.		
Simplex Typewriter Co.,	Typewriters,	30 Great Jones St.		
Simpson, Crawford & Simpson,	Dry Goods	6th Ave. & 19th St.		
Simpson & Perking Co.,	Envelopes,	9 Franklin St.		
Simpson, W. S.,	Gold Watches,	37 College Place.		
Singer Mfg. Co.,	Sewing Machines, Decorative Art	929 Broadway.		
	Room,			
Sise, Horace F.,	Hardware Commission Agent,	114 Chambers St. B'way, 18th & 19th		
Sloane, W. & J.,	Carpets,	Sts.		
Slocum, T. A.,	Remedy,	181 Pearl St.		
Slocum, T. A., Smith, Fred. M.,	Sails and Flags,	36 South St.		
Smith H B Co	Steam and Hot Water Heaters,	137 Centre St.		
Smith, H. M.,	Pens and Pencil Cases,	83 Nassau St.		
Smith, J. O. Mfg. Co.,	Perpetual Calendars,	82 John St.		
Smith, S. T. Co.,	Typewriter Ribbons,	14 Park Place.		
Smith, W. B. & Co.,	Heating Apparatus, Invalid Chairs,	137 Centre St.		
Smith, H. M., Smith, J. O. Mfg. Co., Smith, S. T. Co., Smith, W. B. & Co., Smith Wheel Chair Concern,	Worlding Cords	120 William St. 102 Fulton St.		
Shieder, R.,	Wedding Cards,	102 Fulton St. 149 East 14th St.		
Sohmer, Sornoff, D. L.,	Pianos, Electric Light Scarf Pin,	1 Ann St.		
Sowden & Webster,	Taxidermists,	738 Broadway.		
Spaulding, A. G. & Bros.,	"Victor" Bicycles, Sporting Goods.	241 Broadway.		
Spence,	"Victor" Bicycles, Sporting Goods, Hot Water Heater,	94 Centre St.		
Spencerian Pen Co.,	Steel Pens,	810 Broadway,		Mr. Smith.
Sporting World, The,	Sporting Paper,	16 Spruce St.		
Squires, Henry C.,	Firearms, "Greener Gun,"	178 Broadway,		H. C. Squires.
S. S. Co.,	Specialties,	378 Canal St.		

NAME.	BUSINESS.	ADDRESS.	PLACE	MAN IN CHARGE.
	NEW YORK	CITY.		
Staats Zeitung,	German Newspaper,	Zeitung Building.		
Stafford, Arthur, Stallman & Fulton,	Stencil Combination, Castile Soap,	35 Beekman St. 10 Gold St.		
tannan & rutton, tandard Fashion Co.,	Patterns,	342 West 14th St.		'
Standard Drug Co.,	Drugs,	Knox Building, 212		
Standard Paint Co.,	Paint and Varnish,	Broadway. 2 Liberty St.		
St. Denis Hotel.	Hotel,	B'way & 11th St.,		William Taylor
Steadman Stationery Co., Stebbins, Chas. J.,	Wholesale Stationers,	97 Chambers St.		
Stebbins, Chas. J., Stechert, Gustave E.,	Steel and Iron Nails, Foreign Books and Periodicals,	103 Reade St. 828 Broadway.		
Steck, George & Co.,	Pianos,	11 East 14th St.		
Steinway & Sons,	Pianos,	Steinway Hall, 111		
sterling, G. C.,	Cigars.	East 14th St. 596 Sixth Ave.		
stephenson, John C. (Ltd.),	Tram Car Builders, Crockery Tubs,	47 East 27th St.		
Stewart Ceramic Co.,	Crockery Tubs,	312 Pearl St.		
St. Louis Stamping Co., Stokes, Frederick A.,	Granite Ironware, Publishers,	96 Beekman St. 182 Fifth Ave.		i
Stone, L. S.,	Advertising Agent,	23 Park Row.		
Street Railway News,	Trade Journal,	World Building.		!
Street & Smith,	" Good News" Publication,	Potter Building, Park Row,		Mr. Smith,
tutzman, J. M.,	Steel Stamps,	181 William St.		i
Sun Typewriter Co.,	Typewriters,	205 Broadway,		MC-11-MC-1-1
unday Democrat, urgical Instrument Co.,	Newspaper, Surgical Instruments,	21 Park Row, 315 Fifth Ave.,		Michael Walsh. W. F. Ford.
Carrant & Co.,	Remedies,	Warren & G'w'h Sts.		
fatum, Samuel C. Co., fenney,	Modene, Fine Candies,	11 Murray St. 915 Broadway,		
ferknile, J.,	Roozen's Bulbs,	33 Broadway.		İ
l'etley & Co.	Teas,	27 & 29 White St.		
Thompson, E. O., Thompson, J. Walter,	Tailor, Advertising Agency,	245 Broadway. Times Building.		
Thompson, J. Watter, Thompson, Mme.,	Hair Goods,	224 Fifth Ave.		
Thorne Typesetting Machine Co.,		† 52 Lafayette Place,		(Mr. Thurber.
Thurber, Whyland Co.,	Groceries, Virginia Seal Cheroots,	West Broadway & Reade St.,		J. Edward Cow
'illotson & Son,	Literary Articles to Order,	320 Temple Court,		📑 (les, Cigar-Dept.
odd, Edward & Co.,	Gold Peus,	44 East 14th St.		
Collet Mask Co., Cousey, Frank, Pub. Co.,	Complexion Beautifier, Popular Music,	1164 Broadway, 34 N. Moore St.		
ower & Lyon,	Tools,	95 Chambers St.		1
Fower & Lyon, Fower Mfg. Co.,	Stationery,	1 306 Broadway,		:
reasury Purchasing Agency,	Purchasing Agency, Weekly Paper,	3 Cooper Union. 67 Fifth Ave.,		Mr. Potts.
uck, Raphael & Sons Co. (Ltd.),	Publishers,	298 Broadway.		M1. 1 0(18.
ufts, John M.,	Derby Desks,	131 Fulton St.		i
lutt, lypewriter Exchange,	Tutt's Tiny Liver Pill. Buy and Sell Machines,	Murray St. 10 Barclay St.,		Geo. A. Hill.
ypewriter Headquarters,	Exchanges,	31 Broadway,		1 000. A. IIII.
'vrolese Art Glass Co	Ornamental Glass,	59 Park Place.		
lrich, J. W. & Co., Inderhill, A. M. & Co.,	Stylo and Fountain Pens, Guion Steamship Line,	106 Liberty St. 35 Broadway.		
ndernill, Church & Co., , ,	Skates,	94 Chambers St.		
nexcelled Paper Tube Co.,	Mailing Tubes,	156 William St.,		R. F. Ware.
nited Press, niversal Knowledge and Infor-	Literary Syndicate,	World Building.		i
mation Bureau,	Information Bureau,	Potter Building.		1
. S. Book Co.,	Publishers,	142 Worth St.,		Mr. Harvey,
', S. Electric Lighting Co.,	Electric Lighting,	120 B'way, Equit- able Building,		Mr. Browne.
', S. Mineral Wool Co.,	Mineral Wool,	2 Cortlandt St.		
, S. Mutual Accident Ass.,	Accident Insurance,	. 320 Broadway,		J. H. Pitcher,
Falentine & Co., Falk, S. J. & Bro.,	Varnishers and Colors, French Peas and Mushrooms,	245 Broadway, 6 Harrison St.		H. C. Valentine.
an Dyks,	Kom-Plex-Yon,	· i		
'an Gaasbeck & Arkell,	Oriental Rugs,	935 Broadway.		4 To 10 January
an Houten & Zoon, an Horne, Griffen & Co.,	Chocolate and Cocoa, French Glass Importers,	106 Reade St., 131 Franklin St.		A. D. Rolner.
an Nostrand, D. & Co.,	Books,	23 Murray St.		1
antine, A. A. & Co.,	Oriental Goods,	877 Broadway.		T TI V: 1 4:
Zapo Cresoline Co., Ternon Bros.,	Remedy, Blank Books,	69 Wall St., 67 Duane St.		J. H. Valentine.
Setter, J. C. & Co.,	Portable Dry Galvanic Batteries,	214 East 47th St.		
levsev & Vevsev,	Professional Accountants,	31 Nassau St. (1
Tick's Publishing Co., Tin de Bugeaud,	Magazine, "Urench Tonic,"	38 Times Building," 6 Harrison St.,		² H. B. Hubbard, C. Tertrais,
in ac pageana,	terminal tentite,	o marrison et.,		e. reinais,

THE MAYFLOWER

(PUBLISHED AT FLORAL PARK, N. Y.)

is a Ladies Monthly Magazine with over 300.000 paid up subscribers.

For rates apply to

JOS. J. DELONG, Manager, 89 Tribune Building, N. Y.

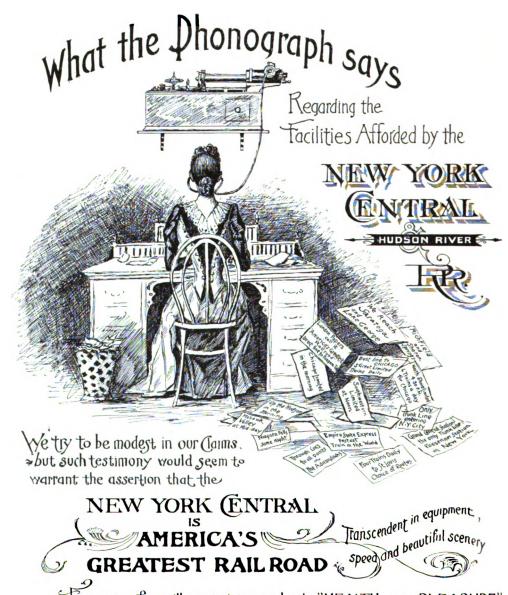
The
Advertising
Rates
of
LIFF.

are not, as is frequently supposed, more expensive than most of the great illustrated papers. On the contrary, they are much lower. The gross rates for *Puck* is one dollar per line; *Judge*, one dollar; *Harper's Weekly*, one dollar; *Frank Leslie's*, seventy-five cents, and in LIFE only

Fifty Cents
per Agate Line,
with
Fair Discounts.

T. F. SYKES,

Manager Advertising Department, 28 West 23d Street, New York.



for a copy of our illustrated tourist book "HEALTH AND PLEASURE," containing a handsome colored map of the region traversed by our through cars, and a description of more than 1,000 tours, with rates, routes etc., enclose five two cent stamps to George H. Daniels, General Passenger Agent, Grand Central Station, New York.

"I would rather lose a

page out of my Bible

than a single issue of THE ART AMATEUR," a subscriber wrote to the editor recently.

The Intelligent Advertiser must see how superior is the value of a high-class \$4 a year magazine, going into the most cultivated homes, to that of the cheaply gotten up, mere advertising sheets, which may or may not have the hundreds of thousands of circulation it claims.

THE ART AMATEUR (established in 1879) has now the largest bona-fide paid circulation of any periodical of its class in the world.

It has published the following challenge at the head of its editorial page since June 1, without eliciting any response:

The publisher of The Art Amateur is prepared to prove this claim (so far as purely art periodicals printed in the United States are concerned) by leaving it to the decision of a committee consisting of the editors of The American Newspaper Directory, Art in Advertising, and The Bates' Pocket-Guide Book. He is equally willing that the Committee of Inquiry shall consist of the business managers leading New York magazines—Harper's, The Century and Scribner's; or of representatives of the three oldest New York art supply dealers—F. W. Devoe and C. T. Raynolds Company, E. H. Friedrichs, and J. Marsching & Co.

These gentlemen for whoever else may be chosen to form the Committees shall have free access to bills for paper and printing, subscription books, monthly payments of the American News Co. and Post-office mailing vouchers, and any and every other means shall be afforded the Committee that may be required for a thorough and impartial investigation covering the period of a full year up to date

If the publisher of The Art Amateur does not succeed in establishing its claim to the largest bona-fide paid circulation of any periodical of its class, he agrees to forfeit the sum of \$250, to be given as a prize to the most efficient pupil of the Art Students' League, or of any other art school that may be designated; or he will contribute \$250 to any charitable or benevolent fund related to art or journalism in New York; it being understood

tribute \$250 to any charitable or benevolent fund related to art or journalism in New York; it being understood that each contestant shall agree to the same forfeit.

New York, June 1, 1892.

THE ART AMATEUR rates are less than one cent a line per thousand copies. Advertisers will tell you that, proportionately, they receive much better returns from The ART AMATEUR than from most mediums selling space at half a cent a line.

TRY IT! If you want to reach over 25,000 of the most prosperous, cultivated families, it will pay you well. Don't think that well-to-do-people do not answer advertisements. They are just the class who love a bargain, and they will have confidence in what you tell them through the columns of The Art Amateur, for no advertiser in the magazine has ever deceived them.

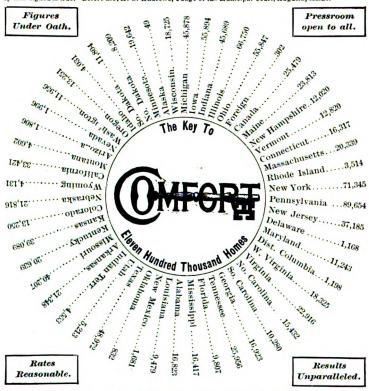
If your advertisements are vulgarly worded or vulgarly illustrated, or if you want to sell some quack medicine, delusive toilet preparation or catch-penny device of any kind, THE ART AMATEUR IS NOT FOR YOU! Nothing of this kind is admitted on any terms! Our advertising columns are as carefully edited as our editorial columns. Address the publisher,

MONTAGUE MARKS.

23 Union Square, New York.

Largest Circulation on Earth!

STATE OF MAINE, County of Kennebec. I, William H, Gannett, of Augusta, Maine, on eath depose and say that I am the owner and publisher of "Comfort." a monthly paper published at said Augusta, that the regular circulation of "Comfort" is OVER ELEVEN HUNDRED THOUSAND COPIES PER MONTH, and that the circulation for the month of August, 1842, was now Million One Hundred and Ten Thousand and Thirty Six (1,110,036) copies. Signed, William H, Gannett. . . STATE OF MAINE, County of Kennebec, August 22, 1892. There personally appeared the above-named William H. Gannett. and made oath the above affidavit d is true. Before me, A. G. Andrews, Judge of the Municipal Court, Augusta, Maine.



If you put it in Comfort it Pays."

The Proofs.

FROM A NEEDLE

Chicago, Illinois. C. A. Burton & Co., manufacturers of the Kensington art needle: "Have been advertising extensively in papers that have a national circulation, and we never received from the advertisement in Comfort have exceeded those received from the advertisement in Comfort have exceeded those received from the combined lists of other papers." Washington, N. J. Cornish & Co., planos and organs: "The fact that we are using Comfort every issue, and occasionally use a half page, is a guarantee that we are well pleased with the results from that publication. We will stay with you as long as we advertise in any paper."

TO A PIANO

FROM SPECIALTIES

Indiana Mineral Springs, Indiana, Sterling Remedy Co., No-to-bac: "The results obtained from Comfort justify us in placing order for one year. We do not go into this transaction blindly, as we keen a detailed record of every advertisement placed, and we find that the columns of Comfort produce profit." Boston, Mass. National Typewriter Co.: "To whom it may concern: We have never found a medium that approximates Comfort. We have tried all first-class mediums and without exception the results from Comfort have been by far the most satisfactory." -

Comfort is represented by all responsible agents. The Gannett & Morse Concern, Publishers, Augusta, Maine. Boston Office, 228 Devonshire Street. New York Office, 23 Park Row.

Digitized by Google

Do You Wish To Advertise

In a paper that is bought, paid for, read, kept and re-read by people who have money to spend?

30,000 COPIES EVERY ISSUE.

Such a paper is

FARM-POULTRY

22 Custom House St., Boston. I. S. JOHNSON & CO., Publishers.

THAT

Advertisers Stay with us

Increase their Space

IS THE

Best Possible Proof

OF THE

Tested Practical Value

OF THE

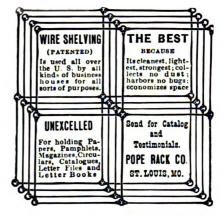


THOMAS H. CHILD

Eastern Agent

TIMES BUILDING!

NEW YORK



BURLINGTON, VT.

POPE RACK Co.,

Gentlemen: Please ship two more Racks like five last sent. We propose changing all our Racks to this style.

Yours truly,

WELLS & RICHARDSON CO.

(Since shipping above we have received and filled another order for four more.)

YOU WANT

Something. This may be it. You have a good thing. There is a fortune in it if people enough could be induced to take hold of it. KATE FIELD'S WASHINGTON, Washington, D. C., will furnish full advice.

IRCULATION OUNTS!

Guaranteed Paid Subscriptions.

DENOMINATIONAL RELIGIOUS WEEKLY. NION GOSPEL NEWS.

O. B. BOOTH, THE GOSPEL NEWS CO., Eastern Representative, Room 2-79 Nassau St., N. Y. CLEVELAND, OHIO CLEVELAND, OHIO.

Trade papers are dull. Some are just plain dull but more are dull with an adjective. THE MILLER realizes this fact, and in order to make its columns above the average of class papers, desires to obtain contributions of short stories, poems, essays or sketches written with a view to interesting millers, and either remotely or directly referring to flour making or selling or to its transportation. Manuscripts submitted will receive immediate consideration. accepted, will be paid for in advance of publication at the highest rates.

THE NORTHWESTERN MILLER, Minneapolis, Minn.

Dodd's Advertising Agency. Boston, World Send for Estimate. Buil'o. N.Y.

RELIABLE DEALING.

CAREFUL SERVICE.

City.

LOW ESTIMATES. 41

ADVERTISING IN ENGLAND, EUROPEAN CONTINENT, ETC.

ADVERTISING AGENCY, L'T'D Capital \$250,000. Henry Sell, Manager (Editor and Founder of "Sell's World's Press"). Full particulars regarding British or European Adver-

tising, sample papers, rates, etc., at the London Office, 167-168 Fleet Street, or at

NEW YORK OFFICE, 21 Park Row, Ground Floor.

Advertise in the Troy Budget.

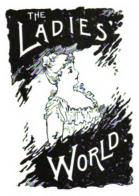
The Argonaut

Is the only high-class Political and Literary Weekly published on the Pacific Coast. Thousands of single-stamped copies of it pass through the post-office every week, remailed by subscribers to their friends. It has a larger circulation than any paper on the Pacific Coast, except three San Francisco dailies. It goes into all the well-todo families of the Pacific Coast. Over 18,000 circulation. Argonaut Building, 213 Grant Ave., San Francisco, Cal.

No Religious List is Complete THE MAGAZINE OF CHRISTIAN LITERATURE An Independent Inter-denominational Monthly. Write for Rates and Specimen Copy.

THE CHRISTIAN LITERATURE CO.
CLINTON HALL, ASTOR PLACE, NEW YORK.

Now is the time to go into THE TOURIST, the new monthly magazine for travellers. Utica, N.Y.



Offers you both

Quality

AND

Quantitu

In quality it represents a constituency of well-todo ladies, the majority of whom are

wives and mothers. In quantity it stands fourth in America for paid-in-advance circu-The November and December editions will each exceed

400,000 Copies.

No advance in rate to those who send order for six or more months. Send for a copy and estimate.

S. H. MOORE & CO., 27 Park Place, N. Y.

If you are interested in

Advertising

you ought to be a subscriber to PRINTERS' INK: a journal for advertisers.

Printers' Ink is issued weekly and is filled with contributions and helpful suggestions from the brightest minds in the advertising business.

Printers' Ink costs only a dollar a year. A sample copy will be sent on receipt of five cents.

GEO. P. ROWELL & CO., 10 Spruce St., - New York.



A Man May Look

Over His Glasses,

But he ought not to overlook the fact that ALDEN & FAXON can speak through the advertising columns of newspapers for his profit. Attractive advertisements that have selling qualities in them is what you wish, and this is one of the important things we pride ourselves on being able to do. The field that we can cover for you is practically unlimited. What amount of money do you wish to expend? What papers? What section of the world shall we touch for you? We make it our business to answer promptly any question along this line that you may wish to ask. Write for our pamphlet, free.

ALDEN & FAXON,

NEWSPAPER

ADVERTISING

AGENTS,



TRADE MARK.

66 & 68 W. Third St., CINCINNATI, O.

ADVERTISING FOR EIGHT MONTHS

January 1 to September 1, 1892

5,185 columns of advertising printed in The Evening Post from January 1 to September 1, 1892.

4,291 columns of advertising the largest amount printed in any other New York evening paper from January 1 to September 1, 1892.

columns more than appeared in The Evening Post for a corresponding period in 1891.

The above figures are estimated on the basis of The Evening Post column, which is 280 agate lines in length.

WHEN IN DOUBT USE SCRIBNER'S







Advertisements Written
Advertisements Illustrated
Advertisements Placed
Street Car Advertising

Elevated Railroad Advertising

Magazine Advertising

Newspaper Advertising



Lithographing for Advertisers



Printing for Advertisers

Show Cards for Advertising

Posters for Advertising

Barn, Wall and Fence Printing for Advertisers



Bill Posting

Signs



H. C. BROWN, 80 Fifth Avenue, NEW YORK.



The same enterprising and progressive spirit that led Columbus, in 1492, to seek new fields and resulted in his discovery of America, to-day causes the American manufacturer and merchant to insert his advertisements in the Magazines resulting in his discovery of new customers and new trade.

The Christmas issue of the Magazines will probably be the most artistic and have the largest circulation of any issue ever known in the history of our country. Advertisers in these Magazines will realize results limited only by the ability of the American public to make Christmas gifts, which, in these prosperous times, is practically unlimited.

The circulation is in excess of 2,000,000 monthly, and the price of \$12 per line cannot be equalled, without loss of money, by any other individual or concern in the world. This price of \$12 per nonpareil line applies to all advertisements of five lines or over. A full page same rate per line. (Less than five lines \$15 per line.) No discount for repeated insertions. The rate of \$12 per line is the ONE and ONLY PRICE invariably, without commissions or discounts.

After you have made your figures and obtained other estimates on this list, I shall be pleased to have your order at \$12 per line.

Note carefully the list. It contains no MONTHLY PAPERS of cheap circulation.

ARENA
ART JOURNAL
BALLOU'S MONTHLY
BUDGET
CENTURY
CHATAUQUAN
COSMOPOLITAN
CURRENT LITERATURE
DELINEATOR
DEMOREST'S

THE LIST:
ECLECTIC
GODEY'S
HARPER'S
HOME MAKER
ILLUSTRATED AMERICAN MO.
LEISURE HOURS
NORTH AMERICAN REVIEW
OUTING
OVERLAND
PETERSON'S

PLEASANT HOURS
POPULAR MONTHLY
REVIEW OF REVIEWS
SCRIBNER'S
SEASON
SHORT STORIES
SILVER CROSS
ST. NICHOLAS
UNITED SERVICE
VICK'S MAGAZINE

Only **FIRST CLASS** advertisements received. All advertisements will be set in column and measured in nonpareil. Cuts inserted and forwarded without extra charge. A copy of each issue of the Magazine containing "Ad." will be sent to the advertiser. Send copy **NOW** for **DECEMBER** list.

Always address J. WALTER THOMPSON,

808 Tacoma Building, Chicago.

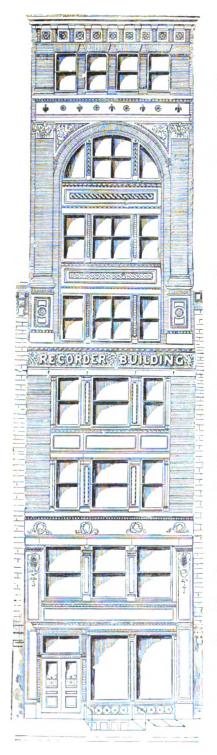
39 Park Row, New York.



Invitation.

You are respectfully invited to attend to The matter of reserving your space in Boyce's List of Big Macklies for 1893 as The advertising rates will advance 25% on January 1st 1893. Yours Truly M. D. Boyce!

Stocago. Och. 1st. 1892



An advertising contract in the RECORDER is like a corner lot in New York—it grows more valuable every day.

Rates are low now—altogether too low—and will soon be advanced.

Send your order in at once. Already the circulation is over 100,000 by actual news-stand sales. The circulation that counts is the sold circulation. The press counts only one way—it cannot deduct the returned copies.

THE RECORDER,

New York.

Business Men

Are finding The Century Dictionary an invaluable book for the office.

ting on in their places of business (where they spend more of their waking hours than in any other one spot) with a small dictionary that tionaries in proof-reading the specigives only the spelling and the simplest definitions,—or with no dictionary at all. They have found in this great work something new in dictionaries — a recognized authority on all questions of commerce, finance, the trades, insurance and law.

The proper interpretation of a single word or phrase in a contract or a letter may make the difference between success and failure. What is the legal meaning of about — as to time and as to money? What is "good consideration"? What is a "good delivery"? How many barrels of salt make a car-load, and how many of flour? Here are foreign moneys and their value in United States currency; weights and measures, the metric system, etc., etc. Practical details regarding roads, pavements, sewers, drains, building materials, and all kinds of tools and machines are to be found here. Bankruptcy laws are explained. Under the

They have been in the habit of get- word denounce one finds the definition of that term in Mexican and Spanish mining law.

> "It takes the place of all other dicfications of patents," says the editor of the U. S. Patent Office Gazette. Electrical and civil engineers find it invaluable; architects say it is the best dictionary of architectural terms ever published. The insurance man finds the terms of his business authoritatively and legally defined, "open policy," "valued policy," "co-insurance," etc. Every process of manufacture is fully treated, - metals, jewelry, woolen goods, leather, paper, etc., etc. Experts have furnished this information. It is also the highest authority in all matters of spelling, definition, etc. In a business office where there is a large correspondence it is as much a necessity as a type-writer.

Col. Albert A. Pope, President of the Pope Manufacturing Co., of Boston, says: "My appreciation of The Century Dictionary has been shown by my order for three copies, one of which is in regular use in our business office and is accepted as authority."

You are going to own The Century Dictionary some time. Why not get it now, while it is new? Write us for particulars about buying it on

Instalment Plan.

Five two-cent stamps will pay for the beautiful pamphlet of specimen pages,—worth owning in itself. Address

The Century Co., 33 East 17th St., New York.

"HOTES" BRUSH ADVERTISING

OF A NATIONAL REPUTATION.

"HOTE" Paints More BULLETIN, WALL,

BARN and FENCE ADVERTISING SIGNS

THAN ANY CONCERN IN THE WORLD.

ANNUAL BUSINESS exceeds Half a Million Dollars.

ADVERTISING SERVICE comprises upwards of 200 EXPERT SIGN ARTISTS and ROUTE COURIERS.



SIGNS UP ALL CREATION along with all Sections, Districts, Cities and Towns of the UNITED STATES and CANADA.

When you want to paint your NAME UP, When you want HONEST SERVICE. When you want to get there quick, send for

"HOTE" C. S. HOUGHTALING, "HOTE"

CONTRACTOR to the ADVERTISING KINGS of AMERICA.

"HOTE'S" NATIONAL ADVERTISING SERVICE,

74 & 76 Madison St.. CHICAGO, ILL.

3 Park Place. **NEW YORK CITY.**

Art in Advertising



Movember, 1892

Price 10 Cents

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Seedsmen

are now making up the lists of papers in which they will advertise during the next season.

It is not necessary to remind Seedsmen who used Boyce's List of BIG WEEKLIES last season to place us on their list, because there is not a single case we can learn of where we did not pull big and are not now included.

We wish to simply remind Seedsmen who have not used THE BLADE, LEDGER and WORLD (Boyce's List) that our papers have paid all other Seedsmen and ought to pay them.

nce Again circulation of Boyce's List of Big Weeklies—The Satur-

the unparalleled growth in the day Blade, The Chicago

Ledger and The Chicago World, warrants us in increasing the advertising rates, January 1, 1893,

Under present rates we contract to prove

OO Copies Weekly.

After January 1, 1893, when new rates go into effect, we will contract to prove

0.000 Copies Weekly.

Reserve your space for 1893 now before the advance. Ask any advertising agency, agent, solicitor, or posted advertiser if

Boyce's Big Weeklies Pay.

RULES.—Any advertisement discontinued at any time at pro rata rate. No discount for time or space. You pay no premium for experimenting with these papers—BLADE, \$1.00 per line; LEDGER, 50 cents; WORLD, 30 cents.

Apply for space to any agency or direct to

W. D. BOYCE, Chicago.

Entered at the Post Office at New York as second-class matter.

VOL. VI.

NOVEMBER, 1892

No. 3.

Published by The Art in Advertising Co., 80 Fifth Avenue, New York. H. C. Brown, President. Russell Doubleday, Business Manager. Elisabeth L. Sylvester, Editor.

ISSUED ON THE FIRST OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.

THE NEWS DEALERS' PRIZE.

WE reprint below our prize offer to newsdealers published in our September number. The competition closes November 15. Many good articles have been received and we hope to receive many more.

We offer you a chance to earn one hundred dollars.

This amount will be given to the newsdealer who will write the best article on the following subject:

What I would do if I were a publisher to increase the sale of my periodical on the news-stand.

As a suggestion we would submit the following points:

Should copies be made all returnable, part returnable, or not returnable at all?

Do posters help the sale?

What size should they be?

What kind of advertising matter can the publisher supply that will be most available for your use?

What are the best means of reaching the reading public in your immediate vicinity?

Does the distribution of sample copies help or hurt the sale on news-stands?

A copy of this number of ART IN ADVERTISING has been mailed to every newsdealer whose address we could secure. The competition is not limited

to the owner of the business, but is open to any employe as well. The only condition is that he shall be regularly employed in the business, and may only serve a route for that matter. He is not required to subscribe to this paper.

There will be no second prize. The hundred dollars will go to the man whose article is adjudged the most practical of all. The judges will be selected from the leading publishers in the country, and will comprise representatives of Harper's, Scribner's, Century, Ladies' Home Journal, and others.

Articles must be received on or before November 15, 1892, and should not exceed twenty-five hundred words in length. A decision will be given and the prize awarded in the December number.

It is next to impossible to please two or more persons at the same time. The list of general advertisers now running in Art in Advertising takes up a great deal of space which many of our readers would prefer to have filled differently. Others again would object very strongly if we should drop the list before completion.

To satisfy both factions we have decided to publish the list in pamphlet form, corrected to date. It will consist of about 48 pages of the same size as those of ART IN ADVERTISING. A copy will be sent to every subscriber; price to non-subscribers, \$2.00, postage prepaid.

This list has been prepared at great expense of time and money, and will be well worth the price asked for it.



MR. KNAPP,
President of the American Lithograph Company.

THE DAILY PRESS.

FIRST PAPER.

The casual reader of newspapers and the persistent, perpetual devourer of penny literature have in common that interest in the doings of the journalistic world which

makes every contemplated move in Newspaper Row a matter of importance. The wars that break out ever and anon between the World and the Sun seem to furnish enjoyment of a kind, and the adherents of the respective journals are exuberant or depressed as the shower of vituperation and abuse is violent or feeble. And the more bitterly personal the attack the more keen is the zest with which it is apparently enjoyed.

THE vindictive attack on Mr. Cleveland by Mr. Dana will probably be referred to in generations to come, just as men say to a man who is boasting of a prize fight, "Oh, you ought to have seen the Sullivan-Ryan fight." Mr. Dana's articles of this nature have, Alas, a pecuniary value to the Sun. On the morning of the celebrated editorial in which Mr. Dana accused Cleveland of skulking behind his wife's petticoats, more than fifty telegraphic orders from out of town papers were received for a copy of the matter. It is Mr. Dana's invariable rule, when in the heat of an argument, to sleep over a contemplated onslaught for a period of twenty-four hours. In this instance, he read the World's interview, in which Mr. Cleveland called him a bully and a coward, and wrote his answer before the paleness left his cheeks. He usually reads proof of this sort as an extra precaution, but this time he

rang the bell, gave instructions to run it immediately without further orders, and donning his hat strode angrily from the office.

* * *

And Mr. Dana usually gets as good as he gives. I remember during the canvass of Joseph Hendrix, who was one of the Sun's celebrated bright young men, for Mayor of Brooklyn, a rap bestowed upon the editor by Mr. Beecher. It set all the town roaring, but was conspicuously absent from the Sun's otherwise flawless report of the meeting. Mr. Dana's gushing remarks about Mr. Hendrix were so fulsome as to defeat their purpose. "I was unacquainted with this young man," began Mr. Beecher, "until I stumbled across a certain verse in the Bible. I will read it: 'And behold an Angel stood in the Sun!"

The audience cheered this sally, and Mr. Hendrix was elected to remain a reporter of the Sun.

Likewise on the occasion of the first number of the *Erening Sun*. A clever acrostic was printed by the editor, whose disgust may be imagined when he discovered that the first letters spelled "Dana is a Fraud."

* * * *

HERE is a recent specimen of Mr. Dana's gentle love taps:

BOTH SIDES GAIN SOMETHING.

Joseph Pulitzer has turned away Ballard Smith, the editor of his disreputable newspaper, the *World*. This is a gain for both parties.

Pulitzer gains by getting rid of Smith. He is a clumsy kind of humbug, working the "fakes" which form the main business of the World, so coarsely that they are always ridiculous and al-

most always found out. Fussy and unprincipled, he is distinguished for vociferous show, little ability, and no judgment at all.

Ordered by his master to take the side of anarchy in the Homestead riots and murders, he overdid the thing, so that the advertising went to pieces, and the master got frightened. Hence the kicking out of Smith.

Yet Smith is a gainer by being bounced from a concern that never had any decent standing, and that he had brought to the verge of bankruptcy. Smith will, very probably, not be able to get a job in any paying newspaper; but even if he is left on the street, he is better off than in the service of such an imposture as the World.

* * *

Another thing that strikes the careful newspaper reader is the glaring inaccuracy of the items that go to make up a story. The cases of which you have a personal knowledge, with their attendant blunders, will readily occur, and there is no reason to doubt that many others are as woefully incorrect.

A recent story of this sort caused much tribulation in the office of the Christian Union. Mr. Lawrence Abbott, during a visit to some country relatives, became the victim of a burglarious exploit, and was despoiled of a pair of trousers. In due time the item appeared—"Mr. Lawrence Abbott, editor of the Christian Advocate," which is about as sensible as saying, "Mr. Dana, of the World." Then, as the item spread, it gathered tone, and the enterprising editor finally concluded that while he was at it he might as well be hung for a sheep as a lamb, so he transfers the trousers from Lawrence Abbott to Lyman, all the while calling them "pants." The climax was reached when one knight of the quill in a paroxysm of ghoulish glee headed his column

PLYMOUTH PANTS PRIGGED!

Such stuff as this is enough to make a man go pants-less all the rest of his life.



A SKETCH FROM THE "NEW YORK HERALD."

From the ever delightful *Evening Post* we cull the following bit of brilliant sarcasm.

A great many readers of the *Tribune* must have shared the feeling of profound relief which took possession of us this morning when we opened the paper and learned from its leading editorial article that the letter of the Hon. Whitelaw Reid, accepting the Republican nomination for the Vice-Presidency, met the unequivocal and even hearty approbation of such a stern critic as the Hon. Whitelaw Reid himself. There has been a good deal of natural anxiety upon the subject among Republicans lest the *Tribune* might go back on the letter, or "damn it with faint praise," but this is all dispelled now. The *Tribune* says without the slightest hesi-



tation that we can detect, that it is not only a very good letter, but a far better one than Mr. Cleveland's. It is, says Mr. Reid, "plain-spoken, intelligible and uncompromising," and is "markedly in contrast with the nebulous utterances and disingenuous silence of Mr. Cleveland." Mr. Reid himself was so relieved when he saw how highly he appreciated his own letter that he started for Chicago immediately after committing his flattering views to paper.

In the make-up of the paper New York easily leads. Typographically Chicago is disputing the first position. In the matter of sketches those in the New York Herald are better drawn and better printed. In the production of circulation schemes the Recorder of New York shows the most activity, while the World's efforts in the direction of Want Ads. indicate a decided preference for business of that class. The Advertiser seems content with its insurance scheme borrowed from Tit-Bits, of London. Philadelphia has a number of spirited papers modeled more or less on the methods

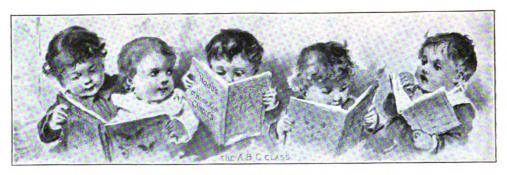
of the New York World, which, considering that the Quaker City originally started the World, and now owns most of the stock, is not to be wondered at. The Ledger, despite the fun poked at the obituary column, continues its hold on the affections of the first families. One of the number, The Item, has so many editions as to be practically an endless publication.

Editorially the papers which rank highest are the New York Sun, the Washington Post, the New York Evening Post and the Boston Herald. The paper that has the most imitators is the New York World. The paper whose matter is most widely stolen is the New York Sun. The papers that a New York man can buy in any part of the country are the World, the Herald and the Tribune. If he is but a day out from New York he can always get the World and the Tribune, but not always the Herald. The Sun is usually a day late; the others are seldom seen.

OLIVER FLOORWALKER.



"CONNECTED WITH THE PRESS."



ONE OF HOOD'S CARDS.









A RANDOM PAGE.

THE MAN ABOUT TOWN.

It is proper to say to the readers of Art IN Advertising that the paper is really owned by Richard Harding Davis, and that we do the work and pay the bills just for the good of our health. This will account to a certain extent for our printing six different cuts of Mr. Davis on six different occasions. And a note from Dana Gibson calling our attention to the fact that we owe him four insertions to keep the account even, fills us with pertubation regarding the future. Whether Mr. Gibson will consider this sketch of Charles Belmont Davis as really



MR. CHARLES BELMONT DAVIS.

belonging to Richard, we do not know. We would dislike to have a dispute with Dana, for his ancestors were bold, bad pirates, and the thirst for human blood may be hereditary. But as the fighting member of Mr. Gibson's family is at present spending

his time in the Arctic regions, we will take the chances. He can't get away till the ice melts anyhow, and that won't happen for a month yet.

Mr. Charles Belmont Davis is 25 years old, and at present, I am sorry to say, is working with Arthur Brisbane on the World. But that is only temporary, for his first story "A Friend of the Family," has already made its appearance in the Century. He lives with his brother in New York and looks enough like him to cause much confusion. They frequently pay each other's debts, for instance. He does not say "to-doi" for "to-day" as his brother Richard does, and in other respects is quite an improvement on the original Great and Only.

The reading public may soon expect some further contributions from these bright young men, and I think on the whole we are to be congratulated.

H. A. Wise Wood, of the Campbell Press Company, is the young man who, in the interests of the Campbell people, must get all their presses in a good light even if he has to work all day Sunday moving the other fellow back out of the way. Years ago the different press builders regarded each other with about the same feelings that a Puritan regards a Frenchman. It seems to be a different business in this respect than any other. Twelve hours the pressman worked and twelve hours he cussed his opponents. Sundays and holidays he cussed If one pressman the whole twenty-four. sold a machine for \$1,000, his neighbor would be offering to deliver exactly the same machine for \$800. Oh, a Donny Brook Fair wasn't a circumstance to an old time order for a press!

But all this is changed and young Mr. Wood goes about his business just the same as any other ordinary white man and the balance of the fraternity emulate his peaceful attitude.

Andrew Campbell, the founder of this company, was a brainy, cantankerous Scotchman, who had many brilliant ideas regarding the construction of a press. But he has long since joined the silent majority and the present concern have a more up-to-date set of managers than ever before.



MR. F. A. RINGLER.

A TALL, well-built man with a pair of massive shoulders, is F. A. Ringler, the one electrotyper in this city who is known from Gray Gables to the Golden Gate. He is perhaps forty years of age, wears a moustache and goatee that are marvels of their kind, and carries himself with the air of a man whose brother is a real live brewer.

The Ringlers are an interesting family. George A. has built up a wonderful business out of hops and an ice machine and F. A., as a maker of plates for printing purposes, seems destined to outshine Guttenberg. Mr. Ringler commenced with the customary cent

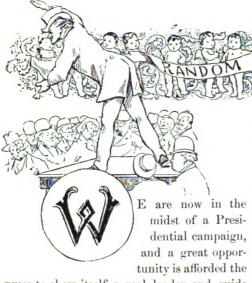
in his pocket and has gradually climbed over the other fellows till now he is walking on their heads. He is a good type of the German-American and cries "Hoch!" louder than all the other members of the Liederkranz. He is a pleasant man to meet, is always pressed for time, but never in a In conjunction with Kurtz, the well-known photographer, he introduced the manufacture of zinc plates by the photoengraving process. The blood of the martyrs is the seed of the church, and they both lost heavily. As they were quite able to stand the racket no harm was done. Incidentally it might be added that they have since got it back with interest.

EDWARD L. PREETORIOUS, the energetic business manager of Die Westliche Post, of St. Louis, sends me a copy of his paper, among other things containing one hundred and thirty columns of paid advertisements. Mr. P. regrets the fact that all the other German papers in his city use patent insides and inflict upon their readers what is familiarly known as boiler-plate literature. In view of the abundant prosperity of Die Westliche Post, Mr. Preetorious can easily afford to ignore the boiler-plate attachment of his contemporaries; besides, in the newspaper business, a man must start at the bottom and some of our best advertising mediums are patent insides.

And so, Mr. Preetorious, don't grieve for the few Germans who are not on the *Post's* list. The patent inside may be doing the necessary educational work to enable our Teutonic friends to fully appreciate the brilliant editorial and scholarly reportorial with which the *Post* scintillates.

We extend to Mr. Preetorious and his co-laborers the assurances of our distinguished consideration.





press to show itself a real leader and guide of public opinion. The function of a really great newspaper is to correctly interpret the issues of the day in a non-partisan spirit in its news columns and in a truthful manner in its editorial columns. But where will you find such a spirit in the papers of New York for instance? Mr. Reid's paper reports the Cleveland side of the case in a perfectly childish fashion. Even a ward meeting on the east side where the Democratic majority is overwhelming, is a "feeble attempt to raise some enthusiasm for the British candidate, but was a dismal failure, and Tammany Hall is frantic at its inability to incite feeling into the campaign, etc., etc."

The Democratic papers are equally ridiculous, and the entire attitude of the press in this respect is perfectly disgusting. The Evening Post is above this sort of thing, and lately the World, my pet particular betinoir, has the decency to report each side alike in its news columns, reserving the right to speak partisanly, as it undeniably has a right to do, in its editorial columns. Such a course, if persisted in, would make the World a paper of which the city might be proud, and cover me with mortification. I give a clipping from a recent issue which must seem strange to the young man in the Tall Tower.

"Tuesday night it was known in Columbus that Whitelaw Reid would pass through there shortly after 8 o'clock on his way to New York and a large crowd had gathered at the depot. Mr. Reid's visit happened to be coincident with the meeting of the State Republican League, and Mr. Reid consented to attend that event, which took place last Thursday at Springfield. Instead of one speech, however, he found the whole State of Illinois excited over his visit, and spoke briefly to large crowds at every town through which the train passed."



OUR offer to the newsdealer of one hundred dollars has brought many interesting incidents to our notice. We find that while there are a number of "mugs" among them, to use the expression of Secretary McKiernan, of the

Newsdealers' Supply Company, the majority are wide awake, hustling fellows, who pursue an avocation where the kind words are like angels' visits and the disagreeable incidents thicker than berries in a cranberry bog. All the day's business is crowded into a few early hours in the morning and a few in the afternoon. The downtown stands are rushed between three and five. During that time from 1500 to 2000 sales are a daily average. The newsdealer in that time must recognize the customer before he is in sight, have his paper ready, change a \$5 bill for an old lady who has treated herself to a whole copy of the Evening Sun, call

out all the new weeklies and monthlies, sell an elevated ticket at cost

and watch his best customer go off in a huff because he didn't get his paper right on the jump. At the Park Place stand a certain customer buys a penny paper and every night hands a dime. He gets four pennies in change in every instance, but the result is always

the same. Always a dime, always a wait for change. It never occurs to him to save one of those pennies. . . . In the cold weather when poor Newsy's fingers are frozen stiff, our ten cent friend comes along all clad in a comfortable ulster with his hands deep in his fur lined pockets. "Help yourself," he says, and the benumbed fingers of the dealer are called upon to search a pocket for a coin that he is powerless to feel. Ten, fifteen or twenty customers come up in the meanwhile, and this trifling delay costs the dealer the sale of a dozen papers. Another man whose paper is always neatly folded with an L ticket on the outside, gets disgruntled because a woman is getting change and hustles up the stairs without the paper, though it was all waiting for him. It is needless to add that he buys the Mail and Express.

A woman never buys a penny paper without breaking at least a fiver. She is usually less considerate than a man.

THEN there is the free reading fiend. He thumbs all the leading magazines, gets an idea of what is in them and then goes off without



leaving even a cent. I actually knew one instance when I had spoken of a certain article where a man had the cheek to take the magazine from the stand, read it through and return it. This was a little too much. I bought what was left of it and presented it with my compliments, which, alas, were more expressive than polite.

On the whole it looks as if we would get a good hundred dollars worth. All the particulars of the award will be found in the December number, with a number of interesting facts gathered in this connection.

Behind the advertising man comes the man who is in direct contact with the cus-In a retail store he is of the first importance. The purpose of publicity is to attract business, and he who would reap the utmost benefit from his advertising must see to it that the connecting link between buyer and seller is made of the proper material. Horace K. Thurber, the well known merchant grocer in New York, has occassionally given us glimpses of the ideal grocery clerk, but he shrinks from notoriety and there is nothing at present to which we can refer at length. In an interesting interview, whose chief fault lay in its brevity, he explained how he would have his clerk take a practical interest in his work. If a new soup or baking powder or canned goods came into the market, Mr. Thurber would have the young man in a position to say:

"By the way, Mrs. Blank, there seems to be something in that much advertised soup you hear about. Mrs. Jones had some the other night, and she remarked this morning that it was quite a success. We've put in a few cans, so if you want any you know where to get them."

He also thinks it a good idea for the young man to know a few things from prac-



tical experience about cooking. He says a recommendation from a clerk who is known to be a practical cook goes a long way toward the sale of table articles in a retail grocery store.

In this connection a pamphlet from the pen of Mr. J. Edward Cowles, one of Thurber & Whyland's managers, is of more than ordinary interest. His remarks, of course, apply more especially to wholesale trade, yet the principle is the same in both cases. It emphasizes the fact that in no business can goods be sold without intelligent painstaking effort.

"A man," says Mr. Cowles, "need not be a college graduate to become a successful salesman; at the same time a good education ought to greatly enhance his prospects of success. I knew a salesman, however, who could neither write legibly nor spell the simplest words correctly, but had good common sense and carried down weight with every argument he used. I know another, who wrote a very business-like letter of application, whose references were perfectly satisfactory and of the highest order, who after six weeks of evident hard and earnest work on his part, without having secured a single order, wrote us 'business was dull and he didn't find a single dealer who was in need of We replied that we didn't expect he would find anybody who was really suffering for cigars to sell, and that if he was under the impression that the trade was famishing for goods he had better send in his samples. Another salesman who started out under equally favorable auspices, wrote in that he found the dealers were not only well stocked with cigars, but also found nearly every dealer had some house with whom they had been dealing for some time, and it was hard to induce such people to make a change. He evidently did not consider that it was necessary for a salesman to make any personal effort to sell goods, and was undoubtedly of the opinion that a drummer's life was one of ease, and in all respects a 'soft thing.' Not a few 'would-be' commercial travellers have made the same mistake, thinking that selling goods on the road, it was only necessary to call upon the trade, present his card, saying, 'I represent Thurber, Whyland; what goods do you need,' expecting to carry away a full order book, have the dealer invite him over to supper, and then go down to the train and see him off.

"I have seen a salesman enter a man's store for the first time, push his way through a crowd of a half-dozen who were waiting their turn, and stepping up to the proprietor, thrust his card in between them with the remark, 'Will you kindly look at my line of goods, sir? I only have a little time, as I am anxious to catch the next train?'"

The picture Mr. Cowles draws of the successful grocery salesman is so true to life that we can't help but smile to think what a simple thing saving common sense is and yet how rare it is nevertheless.

I recall an incident wherein a competing rep-

resentative remarked: "I see you sold Barnes today, but you sold him Blackwell's Durham at cost all the same." "Did you ever sell him?" our salesman asked. "No," was the reply. "Well, how much Durham does Barnes buy all told?" "Not over fifty pounds during the entire year. I sell him what he needs, and get the bulk of his trade on other goods."

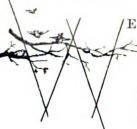
Small concerns are always anxious to obtain that which they are not entitled to receive-credit. I claim that it is far more profitable in the end to tackle only the first-class trade, even though you may be obliged to go oftener and work harder to secure an order. You might better call upon such trade a dozen times, and finally succeed, than to make a sale to an irresponsible party, where little or no effort is required, only to have the order turned down. Some salesmen do not realize the importance of ascertaining the extent of a dealer's responsibility before soliciting his trade. They go it blind, willing to take their chances on such orders being passed, and throwing the whole responsibility on the credit department as to whether such a transaction may result in profit or loss to the house.

We regret to say that Mr. Cowles' pamphlet is worthy of a better environment than he has seen fit to bestow upon it. Mr. Cowles' salesmen are well dressed, we take it. Why not therefore give his little brochure the same encouragement?

Douglas, Douglas, William D.! Pray what can the matter be! He who once good fortune knew On his uppers now we view.



INFORMATION WANTED.



hear frequent complaints from our sisters, our cousins and our aunts, who are addicted to the habit of shopping, of the impertinence and incivility of the girls who wait upon them.

With all due respect and unlimited sympathy for the muchly abused shopper and a feeling of righteous indignation toward the irrepressible and universally bad-tempered shop-girl, we humbly beg to be informed as to what is expected of the latter in a case like the following:

Scene. Ribbon counter in one of our largest and finest dry goods emporiums. Dramatis Person. Large, fussy and well-dressed woman; insignificant, white-faced little saleslady.

(Woman looks over a box of black ribbons.)
"How much is this?"

- "Sixteen cents."
- "Sixteen cents." (Takes out pin and unrolls ribbon.) Um-m-m-it's better than I really need. Haven't you something cheaper?"
 - "Here's a piece at fourteen cents."
- "Fourteen cents. Well, that might do. I could use that for bonnet strings, and take these bonnet strings for the belt." (Unties bonnet strings and examines quality.) Then after a moment's reflection: "How much is this?"
 - "That's eleven cents."
- "Eleven cents. I don't see why that wouldn't do. How much is this other piece?"
 - "Fourteen cents."
- "Oh, yes." (Compares the two very critically.) "What's the difference?"

- "One has a satin edge."
- "Satin edge—well, I don't want a satin edge. The plain will do just as well. (Takes out pin and unwraps ribbon.)
- "If you wish the pins removed I will do it for you."
- "Oh, never mind, I only want to see the quality; and you say this is eleven cents?"
- (Wearily:) "I said fourteen cents, madam."
 - "Where's that eleven-cent piece?"

(Eleven-cent piece is produced.)

"Do you think I could use this for bonnet strings, and take my bonnet strings for the belt?"

No reply.

- "How much was this piece?"
- "Fourteen cents."
- "And this?"
- "Sixteen cents."

(Pokes about among the ribbons and discovers another roll.) "How much is this?"

- "Ten cents."
- "Ten cents (looks at mark)? Are you sure?"
- "I know the price of these ribbons, madam."
 - "I saw a nine on it."
 - "That has nothing to do with the price."
- "Oh, well, I guess I'll take this elevencent piece."
 - "How many yards do you wish?"

(Fumbles in pocket and produces a short length of shabby ribbon which had evidently seen service as an inside belt to wrap.) "How much is twice that?"

- (Girl measures ribbon.) "Five-eighths of a yard."
- "Five-eighths. Well, I guess you can give me a yard."

(Girl unpins ribbon.)

- (Woman, anxiously:) "Which piece is that?"
 - "Eleven cents."
 - "I wanted the ten-cent piece."
 - "You said the eleven."
 - "This is the piece I want."
 - "That's sixteen cents, madam."
 - " Oh!"

(Girl finally cuts a yard of ten-cent ribbon.)

(Customer holds out hand for it.) "I'll take it right along with me."

"It has to go up to the desk."

"To the *desk!* Why, I gave you the exact change so I wouldn't have to wait. The idea of keeping anyone so long just for a vard of ribbon, etc., etc."

E. L. S.



"BY JOVE! I FORGOT TO SEND MY DOLLAR
TO ART IN AD.""



THE REASON.

- "Papa tells me that poor Jack Spenderby has gone into bankruptcy."
- "Why, it was only last week we lunched with him here."
- "Yes, so I told Papa, and he said that would account for it."

SNAP SHOTS BY THE OFFICE KODAK.



In the library provided by one of our largest ocean steamers for the use of its passengers may be found two volumes, labelled respectively (in ink), "The Dairy of a Physican" and "New Comes by Thackeray." It is only fair to add that the steamer belongs to a German line.

In England the people "take in" the papers. In this country the papers take in the people.

"Woman's Supermacy" was the inscription on a large white banner carried in the recent Columbian night parade in New York city. It is needless to say that the crowds' free translation of the second word was soup at Macy's—though a few were inclined to believe that super-Macy was simply a clever ad. for that muchly advertised firm.

The mermaid probably buys her comb at an ocean counter.

An open question—why don't you shut that door?

UNDENIABLE PROOF.

SMITH: "I met Hanks this morning and he told me he was travelling for a liquor establishment."

Duff: "Believe it?"

SMITH: "Oh, yes. I went with him."

NO HUSTLER NEED APPLY.

"I TELL you," says Bigby, "this everlastin' talk about a man bein' a hustler makes me dum tired. If a feller rushes around like all possessed an' talks loud an' swears like a trooper, an' is all the time blowin' like a steam tug an' manages to get the whole establishment discombobulated every time he sticks his nose inside the door, they say 'he's a Hustler, by Jove!' an' 'He's the man you want in your business,' an' so on.

"Bless my soul! I'd rather have a man 'round who did nothin' but sit on the counter all day long, swingin' his feet an' keepin' his mouth shut, an' then 'd go out at four o'clock an' do a quiet stroke of business without upsettin' the whole place beforehand.

"Do I know any like that?

"Well, I should smile? I've got two or three of 'em right in my own place an' we ain't failed yet for want of a hustler—I can tell you that! Hustler! Humph!"

E. L. S.















THE GERMAN STYLE.

OUR American advertisers of photographic outfits should look to their laurels.

When we observe the variety and style that is infused into the same line of advertising in Germany we feel that America, so to speak, is not in it.

It is true there is an unmistakable air of vulgarity, if not absolute disrepute, about the models and operators portrayed in these pictures, but at the same time they display a piquancy, a raciness, a general appreciation of the possibilities of the camera that in our humble opinion has never been compassed by the advertiser in America.

When, for instance, has the latter suggested that we might array ourselves in a large checked bathing suit and take a snap at our best girl posed in the doorway of a bath house? Who has hinted that by pressing the button from an advantageous standpoint on top of a mountain range we might secure

as many as five fleet footed Harlem goats, or whatever they are, at one fell swoop?

Our advertisement, you see, is not sufficiently comprehensive. It fails to cover the ground. Here we have been laboring for years under the impression that a camera was used only for photographing yachts or family groups on front piazzas. Instead of this we find that it is constructed to meet almost every other emergency in life. Let us have a camera at once by all means. We want to get even with the man who monopolizes the only girl and bench in the entire landscape, and if we ever meet anything that resembles in the slightest degree the young man leaning against the newel post we wouldn't be without a camera at that instant for anything in the world. Go to! you American advertiser of cameras! In the language of the office boy, your name is Dennis.



CAFÉ CHATS.

HERE is soon to be an experiment with a style of advertising new in this country. The scheme is to give the public a five cent street car ride for three cents. The tickets used are to be of large size and covered with advertising, all except one corner, which will be the

ticket proper, "not good if detached." This is a very large idea. The managers of the scheme pay the railroad company full price, and will rely on the demand for space to give them enough to cover deficit and leave a profit. In England many advertisers regularly use these tickets which have become, it is claimed, a permanent institution.

Studying law at home is bad enough, but when it comes to qualifying as a trained nurse from written instructions only, the pupil having had no hospital or practical experience whatever, woe to the man who falls into that nurse's hands. Yet the trained nurse by mail business is the latest candidate for success through newspaper advertising.

* * *

One of the new things in elevated railroad advertising is R. H. Macy & Co.'s weekly bargain bulletin. The sign itself remains unchanged, but it has slides fastened on the lower portion so that special cards (5x10 inches) may be slipped in each week. It is a good idea.

* * *

Speaking of car signs, does it ever occur to the ones who get them up to place them in the position they are to occupy before deciding on the style? A card of that kind is not looked at while held in the hand, say at a two foot distance. It is instead put up on what is practically a wall. An elaborate design with indistinct or small type is lost unless you stand directly in front of it. Yet not rarely we see a sign of that kind. Then there is the use of red lettering. Red brightens up a card, and can be made to

give a striking effect especially when the only other color is black, the card itself being white. But usually the most prominent words-for instance, the name of the goods, the words considered of most importance, are put in the red color. It ought to be just the other way. It would be all right if the signs were always looked at from in front and by good daylight, but one half the people who are reached by the advertising see the sign sideways and perhaps in the evening or at dusk. In that case, particularly when there is artificial light, one can hardly see the red at all, while the black is as legible as one could wish. If anything is to be illegible it ought to be something besides the name of the goods.

* * *

Probably half the people who have read the Jersey City "dropped letter" advertisements have wondered where the catch was. The advertisers give say ten very difficult puzzles something like this:

H-r-s-n, the name of the President of one of the largest republics in the world. Be -- ty, something every woman would like to have, etc. Guess these correctly, and as a reward for "brains" we promise to send you \$25 in cash for each correct guess. You must send with your answer 50 cents for a subscription to our paper. We refer as to reliability to all the leading politicians and business men of Jersey City.

The money will positively be sent the same day the answers are examined and found to be correct.

There is the catch, it seems to me. The publishers do not promise to "examine" the answers at all. Why should they? They have the subscription money. They are not quite ready to start paying \$25 in return for 50 cents; not quite. Will

some one please let us know when they do get ready?

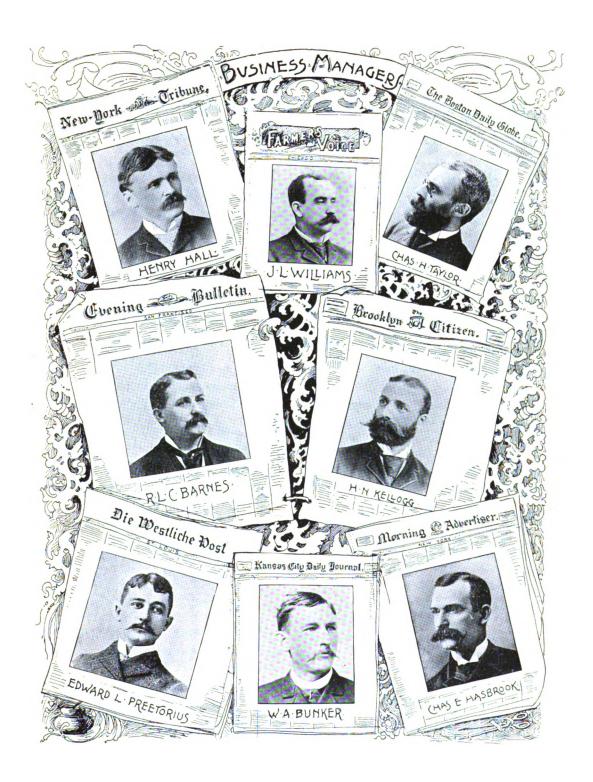
It is said that in one of these semi-lottery concerns it takes, or used to take, three girls constantly to open the mail, and the jingle of coin reminded one of the U. S. mint. Where is Brother Wanamaker?

* *

SAID a boy friend of mine, "I can't do anything any more but Tommy Hancox goes and does it after me." Commend this to Mr. Snyder. It is only a few months now since we learned that "the nightrobe of the sky" was fastened with the "hump" hook and eye. Now comes another hook and eye, own brother to the other, advertised in much the same way. Unfortunately, however, it is not allowed to call its hump a hump at all. Poor thing!

THE CORKER.





SOME THINGS WELL DONE.



UR file of specimens has been very much overworked of late, and if we are behind in our notices due allowance must be made for the Columbus parade which passed our door and demoralized us for a week.

* * *

THE Binghamton (N. Y.) Wagon Co. sent us a very tasty pamphlet with colored plates extolling

the merits of Three Easy Riders. The cover is in good taste, and we imagine the result should justify the expenditure.

* * *

THE irrepressible Wisconsin Agriculturist sends us a series of photographs of the World's Fair. The subject is so delightfully novel and has been so lightly touched upon that we suppose the idea has met with a reception commensurate with its freshness, but it is a good idea all the same and the book is worth keeping.

* * *

Schoverling, Daly & Gales have a fairly good cover on their catalogue.

* * *

A. H. Finn sends us a souvenir of the Baptist Young People's Union Convention at Detroit, which is of doubtful interest. All these souvenirs that are filled with local ads. are more or less of an infliction. If Finn wants to do the city proud why don't he get out a souvenir of Detroit in a first class shape and let the merchants send it out themselves? The city is certainly worthy of any effort of this kind that may be made.

VICTOR BIKES have an embossed catalogue cover that is unusually attractive. It hides the tad pole border temporarily.

* * *

MRS. E. B. JAMES, who succeeds Miss Frazee at Wm. Barr's, in St. Louis, sends an attractive page from the Exposition catalogue.

GARLAND, STOVES & RANGES send a number of things all more or less interesting. This firm is lavish in its advertising matter, but seems to spend its money to good advantage.

* * *

J. B. Evans, the printer of Allegheny, sends a pamphlet that should do him good, though there is a trifle too much nepotism in it.



A. C. YATES & Co., of Philadelphia, send us a pamphlet created by their advertising man, Mr. E. J. Smith; it is a story in rhyme of the greatness of the A. C. Yates Co., printed in two colors, illustrated throughout, and is worthy of a place on this page. We reprint above one of the illustrations.

MAN ABOUT TOWN.

Mr. Montague Marks, the accomplished editor of the always delightful Art Amateur, is a well-built man of about five and thirty. He is a familiar figure on the streets of London and Paris, where he spends much of his time getting rid of the velvet produced by the Amateur.

Mr. Marks is one of the chief sufferers by our peculiar copyright laws. By special



MR. MONTAGUE MARKS.

arrangement with various foreign publications he is enabled to present his readers with valuable matter produced abroad. But other publishers have also access to the same publications and do not hesitate to appropriate without money and without price whatever happens to strike their fancy. This has a distressing effect upon Mr. Marks, as he is sometimes placed in the position of imitating his contemporaries.

Mr. Marks is a great reconteur and a prominent member of several clubs in New York.

THE effect of advertising was illustrated very forcibly the other day when a small boy asked his mother "if they made anything else in Rochester beside lamps?" This may not go coming from me; but when I say that I received my information from Mr. J. F. Place, of the Rochester Lamp Co., it will undoubtedly be credited.

* * *

THE rain, they say, settles the dust, but this does not prevent the Hodgman Rubber Co. from getting a considerable quantity of it, which, for a firm who deal only in wet goods, is somewhat paradoxical.

Mr. Hodgman's silhouettes in the street cars have been easily the best thus far produced and a catalogue issued by him every season denotes the time and care spent in this department of the firm's business. Young Mr. Hodgman, who is the man to see, is about thirty years of age and a few years ago kicked the sphere in Yale.

* * *

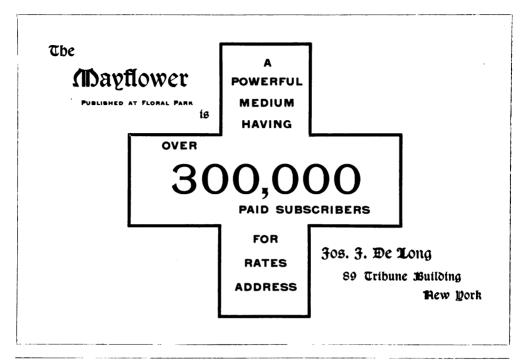
Johnson & Johnson's competitive advertising contest requiring not only one, but a series of advertisements, has been decided and the first prize of \$200 has been awarded to Mr. Newcomb Cleveland, 81 Fulton street, with the Cleveland Baking Powder Co.

Mr. Cleveland's manuscript treated the subject in a very complete manner, and was easily worth the amount paid for it. Some two hundred and fifty competitors were in the race.

* * *

The Home Maker took a spurt last month and produced a decidedly creditable publication with well executed illustrations. Mr. J. Martin Miller seems determined to make the Home Maker a glaring success.





HICAGO.

Get before her 1,450,000 resident and 150,000 transient population.

We will introduce you and keep you prominently before the entire public of the World's Fair City on a basis of monthly rental.

Legitimate service in out-door advertising on get-what-you-pay-for principles.

THE R. J. GUNNING CO.,

Gunning Building, 79, 81, 83 East Van Buren Street, Chicago.

"Be Sure You're Right

Davy Crockett was a quaint American. His pithy sayings have passed into maxims. In 1836 he was one of the Spartan band of 170 that defended "The Alamo" in Texas, all of whom, including Crockett, were butchered by Santa Anna after surrender. This atrocious brutality roused Sam Houston and



GEN. SAM HOUSTON.

his Texans to fearful earnestness, and the Mexicans were soon put to flight, and Santa Anna captured. The price of his liberty was the Independence of Texas. If Houston had hanged the outlaw our country would have been spared the Mexican war.

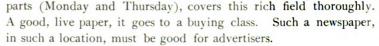
Opposition to Texas was the political death of Van Buren, and by forcing annexation to the front Tyler rent the Whig party in twain and drove Webster out of the Cabinet. The war with Mexico, which the admission of Texas brought on, made three Presidents and gave us a territorial empire in California, New Mexico and Arizona.

Thus Texas has cut a large figure in our history. With its nearly three million of people and vast resources, Texas is a great and growing State. Houston—named in honor of the man who was in turn Congressman from and Governor of Tennessee, the Liberator and twice President of the Republic of Texas, twelve years a U. S. Senator from and finally Governor of the State he had created—is one of its busy centers of trade.

It is a prosperous city, and

The Houston Post

with its 8,800 Daily, 11,670 Sunday and 26,420 Weekly Circulation, published in two





COL. DAVID CROCKETT.

Then Go Ahead."

J. L. WATSON, Manager, Houston, Texas.

S. C. BECKWITH.

48 Tribune Building, NEW YORK.

509 "The Rookery," CHICAGO

Sole Agent for Foreign Advertising.

YOU WANT

Something. This may be it. good thing. There is a fortune in it if people enough could be induced to take hold of it. KATE FIELD'S WASHINGTON, Washington, D. C., will furnish full advice.

IRCULATION OUNTS! 142,700 WEEK

Guaranteed Paid Subscriptions.

NDENOMINATIONAL RELIGIOUS WEEKLY. NION GOSPE'L NEWS.

O. B. BOOTH, THE GOSPEL NEWS CO., Room 2-79 Nassau St., N. Y. CLEVELAND, OHIO CLEVELAND, OHIO.

Trade papers are dull. Some are just plain dull but more are dull with an adjective. THE MILLER realizes this fact, and in order to make its columns above the average of class papers, desires to obtain contributions of short stories, poems, essays or sketches written with a view to interesting millers, and either remotely or directly referring to flour making or selling or to its transportation. Manuscripts submitted will receive immediate consideration. If accepted, will be paid for in advance of publication at the highest rates.

THE NORTHWESTERN MILLER, Minneapolis, Minn.

Dodd's Advertising Agency. Boston,

Send for Estimate.

RELIABLE DEALING.

CAREFUL SERVICE.

World'

Buil'g

N.Y.

City.

LOW ESTIMATES.

ADVERTISING IN ENGLAND, EUROPEAN CONTINENT, ETC.

SELL'S

ADVERTISING AGENCY, L'T'D.

Capital \$250,000. Henry Sell, Manager (Editor and Founder of "Sell's World's Press").

Full particulars regarding British or European Adversising, samule nanes rates at the Linday Adversising, samule nanes rates at the Linday Adversising.

tising, sample papers, rates, etc., at the London Office, 167-168 Fleet Street, or at

NEW YORK OFFICE, 21 Park Row, Ground Floor.

Advertise in the Troy Budget.

No Religious List is Complete THE MAGAZINE OF CHRISTIAN LITERATURE An Independent Inter-denominational Monthly. Write for Rates and Specimen Copy. CHRISTIAN LITERATURE CO.
CLINTON HALL, ASTOR PLACE, NEW YORK.

Now is the time to go into THE TOURIST, the new monthly magazine for travellers. Utica, N. Y.

82,234

Actual Average per Month

THROUGHOUT THE PAST YEAR.



Solid Proof for it.

RESULTS HIGH. RATES LOW.

AKRON PRINTING AND PUB. CO., AKRON, OHIO.

EASTERN AGENT THOMAS H. CHILD. TIMES BUILDING, NEW YORK.

Get In some mediums only quality can be secured, and having no Both! circulation worthy of mention "quality" alone is talked of. Other publications have large circulation but their quality is worthless for legitimate advertisers. A limited number of mediums possess both quality and quantity. One of the best is THE

A good buying constituency of ladies and prosperous homes is the quality it offers the adver-An average of 311,042 copies per issue is what it can show as circulation for the year 1892. Are you looking for this class of publication? If so, send for specimen copy and get estimate.

> S. H. MOORE & CO., 27 PARK PLACE, NEW YORK.

Do You Wish To Advertise

In a paper that is bought, paid for, read, kept and re-read by people who have money to spend?

30,000 COPIES EVERY ISSUE.

Such a paper is

FARM-POULTRY

22 Custom House St., Boston.

I. S. JOHNSON & CO., Publishers.

The Little Schoolmaster in the Art of Advertising:

Printers' Ink,

A Weekly Journal for Advertisers,

Will be sent to any address from date of order to Jan. 1st, 1894, for

One Dollar.

After Dec. 31st, 1892, the subscription price will be advanced to \$2 a year.

ADDRESS

(inclosing One Dollar)

PRINTERS' INK,

10 Spruce St., - New York.

For five dollars a copy of the American Newspaper Directory for the current year (1,500 pages) will be sent, carriage paid, to any address, and the purchase of the book carries with it a paid-in-advance subscription to PRINTERS' INK for one year. For five dollars a copy of the American Newspaper Directory for the current year (1,500 pages) will be sent, carriage paid, to any address, and the purchase of the book carries with it a paid-in-advance subscription to Printers' Ink for one year.

OH, WHAT A RACKET.

HE "List of General Advertisers" now running in ART IN ADVERTISING is a mighty good thing, but to get all the good out of it, it must be easily get-at-able; if you keep them in a binder you will have no trouble on that score. It keeps the copies clean and flat too.

Price, 60 cents, complete.

The advertising pages of ART IN ADVERTISING are models of typographical art our printer thinks, and so do a good many other people, ourselves included. If you will send for a copy of our Type Book you will find out how we do it: gives technical names, and specimens of the best styles for advertising.

Price, 10 cents.

The pictures in this number are not so bad, we think, and if you look them over you may come to the same decision. Perhaps some of them will fit into your catalogue, price list or advertisements. Most of the cuts are for sale at reasonable prices, which we will be glad to quote. Cuts in the back numbers of ART IN ADVERTISING for sale too.

Art in Advertising Co.,

80 Fifth Avenue, New York City.





Advertisements Written
Advertisements Illustrated
Advertisements Placed
Street Car Advertising

Elevated Railroad Advertising
Magazine Advertising
Newspaper Advertising



Lithographing for Advertisers

Printing for Advertisers



Show Cards for Advertising Posters for Advertising

Barn, Wall and Fence Printing for Advertisers

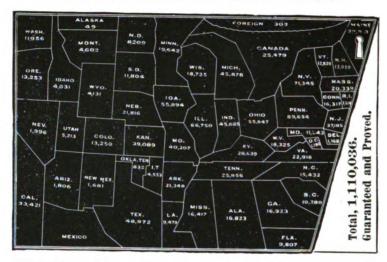






H. C. BROWN, 80 Fifth Avenue, NEW YORK.

The Lock that can't be Picked:



The Combination that can't be Equalled:

Homes Homes Homes	Homes Homes Homes	Eles: Hone	Homes	OS HOW	S 5:400	s shower
-	VEN	HUN	DR	ED		USAND
Homes Homes Homes	Homes Homes Homes	AND HOUSE	Homes	Нотеѕ	in Home	s Homes

The Key that can't be Duplicated:



THE OPEN SECRET

STATE OF MAINE, County of Kennebec. I, William H Gannett, of Augusta, Maine, on oath depose and say that I am the owner and publisher of "Comfort," a monthly paper published at said month, and that the circulation of "Comfort" is over eleven hundred thousand copies per month, and that the circulation for the month of August, 1892, was One Million One Hundred and Ten Thousand and Thirty-six (1,110,036) copies. Signed, William H. Gannett. State of Maine, County of Kennebec, August 22, 1892. There personally appeared the above-named William H. Gannett, and made oath that the above affidavit by him signed is true. Before me, A. G. Andrews, Judge of the Municipal Court, Augusta, Maine.

Comfort has nothing in common with "Lists," "Co-operatives," "Patent insides, "Syndicates," or "Consolidations." It is the only paper of its kind.

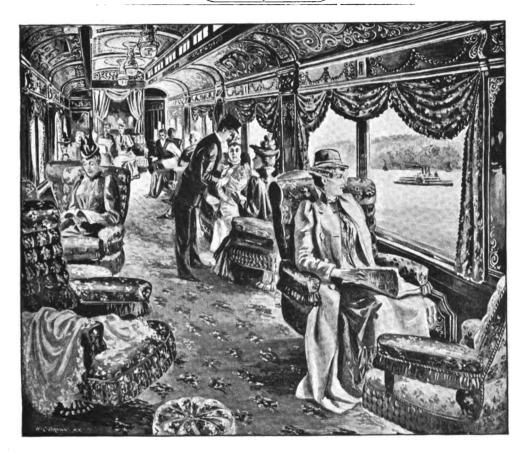
It reaches eleven hundred thousand families whose purchases include everything from a paper of pins to a piano and amount to hundreds of millions annually.

Space of all responsible agents, or of us direct. The Gannett & Morse Concern, Publishers, Augusta, Maine. Boston Office, 228 Devonshire St. New York Office, 23 Park Row.

T TP the Hudson by Daylight

ON A NEW YORK CENTRAL FLYER.







NO ride in the world of equal length offers such a variety of beautiful scenery, such indications of wealth and prosperity, and such comfort and luxury for the traveller as the ride between New York and Chicago by the NEW YORK CENTRAL and its connections. One trial will demonstrate the truth of this statement.

For one of the "FOUR TRACK SERIES" send a two-cent stamp to GRORGE H. DANIELS, Grand Central Station, New York.

THE CAXTON PRESS, 171-173 MACDOUGAL ST.

"HOTES" BRUSH ADVERTISING

OF A NATIONAL REPUTATION.

"HOTE" Paints More BULLETIN, WALL,

BARN and FENCE ADVERTISING SIGNS

THAN ANY CONCERN IN THE WORLD.

"HOTES"

ANNUAL BUSINESS exceeds Half a Million Dollars.

ADVERTISING SERVICE comprises upwards of **200** EXPERT SIGN ARTISTS and ROUTE COURIERS.



SIGNS UP ALL CREATION along with all Sections, Districts, Cities and Towns of the UNITED STATES and CANADA.

When you want to paint your NAME UP,
When you want HONEST SERVICE,
When you want to get there quick, send for

"HOTE" C. S. HOUGHTALING, "HOTE"

CONTRACTOR to the ADVERTISING KINGS of AMERICA.

"HOTE'S" NATIONAL ADVERTISING SERVICE,

74 & 76 Madison St., CHICAGO, ILL.

3 Park Place, NEW YORK CITY.



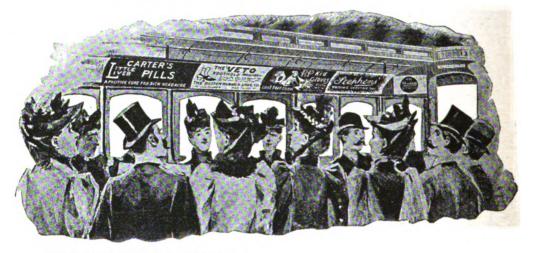
CARLETON & KISSAM, STREET CAR ADVERTISING.

OFFICES:

Boston, New York, CHICAGO, St. Paul, Pittsburgh, CINCINNATI, MINNEAPOLIS, BUFFALO,

ROCHESTER, NEWARK, PROVIDENCE,

COLUMBUS, DULUTH.



Street car advertising is good because:-

- I. There is no medium in existence of less space and more preferred positions.
- 2. In the street cars the man you want to interest is pinned to the spot opposite your card for fifteen or twenty minutes and he has no resource but to study your advertising whether he wishes to or not.
- 3. The street car offers valuable advertising space to both local and national advertisers, both derive substantially an equal benefit from them, for the street car is one of the very few advertising mediums which the retailer and wholesaler, the local and the national merchant can consider in the same business light.
 - 4. Carleton & Kissam can place your street car advertising "right" because :-

They sell space in "full-time" cars only, so that an advertiser gets what he pays for. They never allow hanging cards or hand bills in any of their cars, nor do they place two rows of racks in a car, the top one being valueless. The largest advertisers in the world place their advertising exclusively with them, preferring to do business direct and where they know they get lowest rates for square and liberal treatment.

Carleton & Kissam's series of offices located in principal cities guarantees a close attention to, and carrying out of all contracts and a universal system throughout.

For Folders, Rates, &c., Address

CARLETON & KISSAM,

50 Bromfield Street, Boston.

198 & 199 Times Building, N. Y.

6,000 "FULL-TIME" CARS.

120 MILES OF SPACE.



Entered at the Post Office at New York as second-class matter.

Vol. VI.

DECEMBER, 1892

No. 4.

Published by The Art in Advertising Co., 80 Fifth Avenue, New York. H. C. Brown, President. Russell Doubleday, Business Manager. Elisabeth L. Sylvester, Editor.

ISSUED ON THE FIRST OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.

THE NEWSDEALERS' PRIZE.

The result of our Newsdealers' Prize is printed on page 124 together with the successful article; a check for \$100.00 has been sent to Mr. Nelson D. Estes to whom we extend our congratulations and a hearty holiday greeting.

DURING the year of '93 ART IN ADVERTISING will present a magazine of more than usual interest. A series of twelve handsome colored covers will appear, of which the present number is a specimen. Every effort will be made to increase the timeliness of the articles printed, and the illustrations, we think, will readily attract all lovers of the artistic in black and white.

Mr. Childs, of Philadelphia, contributes an article in this number, also Mr. Robert Bonner. Other men of equal renown will be among the writers of 1893, and altogether it is fair to assume that the character of the periodical will challenge comparison with the best literary work of the day. Already the publishers have assurances of support that warrant them in predicting a year of exceptional interest.

Our experience is that a man with a real good idea in advertising keeps it to himself. We shall not therefore weary our readers with productions of "rabid rhetoricians exulting in the exuberance of their own verbosity."

We have refrained all through the year from printing the many complimentary allusions which frequently reach us. Our friends must not take it therefore that we are unappreciative; it is rather from a sense of our own shortcomings. We are by no means up to our ideal, but with greatly increased resources and greatly increased property we look forward with confidence to a career of added usefulness and multiplied practicability.

Our relations with all our contemporaries are amiable. It is true we have suffered unduly from the "Exchange" methods so largely affected by our rivals, but the end is near. The increased patronage bestowed upon ART IN ADVERTISING on a cash basis would indicate that the publisher is appreciative of the sounder business principles upon which it is conducted.

Our circulation shows a steady increase.

Copyrighted by the Publishers, 1892.

Mr. Rowell's first estimate was that if he bought a copy, he would double the circulation. His next attempt credited us with 400. It will afford us pleasure to quote his third rating.

Our sale on the newsstands is very encouraging. The pleasing feature about it is that every month shows a great gain over the preceding one. Starting with 38 copies in '91, we now average 1200 in this city alone. In Philadelphia there has been a marked increase, while in Chicago, Boston, Detroit, Kansas City and San Francisco, the result is gratifying. The sale by train boys is another unexpected resource, travelling men being our most interested readers. From present data we see no reason to doubt that Art in Advertising will enjoy an era of prosperity wholly beyond our most sanguine expectations.

And so the close of '92 brings no regrets. Some things we have done we ought not to have done, and some things we ought to have done we have left undone. On the whole, however, we think both sides feel satisfied.

So here's a smile for '93, a sigh for '92; God speed you, friends, the coming year and here's our hand to you.

THE taste is questionable which prompts a man to make use in advertising of either scriptural quotations or any line which has become sacred to the people through religious association. The offence is not a common one, but it does crop out occasionally. Note, for instance, a recent advertisement of the Rochester Lamp Co., which calls attention to their wares by quoting the first line of "Lead Kindly Light." To those who are familiar with the beautiful hymn this flippant adaptation can only be objectionable.



"AN' THEY SAY THIS PIANNER HAVEN'T GOT A STIFF ACTION."

FROM AN ENGLISH NEWSPAPER.

It is said that among the "sensational" journals of America there are seven printed on handkerchiefs; three that give their subscribers coupons for free photographs; five that invite their subscribers to dinner once a month; 260 that provide gratuitous medical advice and medicine; and three which bear the expenses of the funerals of their readers.

If there is anything more unique in the way of journalism than the average British daily newspaper we would like to hear about it. By comparison with that singular publication the above list presents nothing either peculiar or unusual.

A NEW KIND.

"How about the Ryes of Silas Lapham?" inquired the drinking man of the liquor dealer.

"No good," says the liquor dealer, "I never heard of him."

A square man is a good one to have 'round.



THE FOUNDING OF A GREAT MAGAZINE.

By George W. Childs.

Copyright, 1892. All rights reserved.

It will probably surprise the readers of ART IN ADVERTISING to know that at one period in the history of American literature Philadelphia was the seat of the ripest culture in the literary and artistic life of the nation. It will further surprise them to know that prior to the founding of Harper's

New Monthly Magazine in New York, no other periodical of a like nature had ever succeeded outside of the Quaker City. Boston had tried it and failed. New York had tried it and failed. It was fast becoming an accepted idea that a publication appealing to the educated people of the country must first have the stamp of Quakerdom upon it before it would be accepted as the genuine article. Not only were the magazines regarded as purely a Pennsylvania property, but the city also enjoyed

an enviable distinction from the high character of other literary work that had emanated from the presses of the Quaker City. The first American edition of the Bible, of Shakespeare, of Milton, of Aristotle, and of Blackstone, appeared in Philadelphia, and crusty old Dr. Johnson was made to feel kindly toward America on being presented with a copy of Rasselas bearing a Quaker imprint. The best libraries were here; the earliest and choicest reprints of English classics were made here; the first printing

press that was erected in the country was erected in Philadelphia; the first daily paper was here, the first monthly magazine, the first religious weekly, and the first comic weekly.

The earliest magazines, as I said before, were Philadelphian. One was edited by

Benjamin Franklin, the other by Andrew Bradford. It is not my purpose in this brief article to follow the history of their ventures in detail. nor even to chronicle such triumphs of journalism as The American Museum, The Columbian Magazine and The Port-Folio. Perhaps the first great financial success was achieved by Mr. Louis A. Godev. who founded Godey's Lady's Book. His fortune ran into the millions. an unheard of circumstance in those days. George R. Graham, who



MR. GEORGE W. CHILDS.

published Graham's Magazine, bid fair at one time to eclipse even the success of Mr. Godey. For years the profits of Graham's and Godey's Magazines approached one hundred thousand dollars per annum. Poor Graham! Few are aware that the generous and able publisher who gave employment to young James Russell Lowell, and who awarded the prize for the "Gold Bug" to Edgar Allan Poe, and who was almost the first to pay American authors for their work, is still living in Orange,

New Jersey. But he is nearly blind, is broken in health and fortune, and is now an inmate of a hospital which he will never leave alive. He has not a cent in the world, and at present is entirely supported and cared for by a friend in Philadelphia.

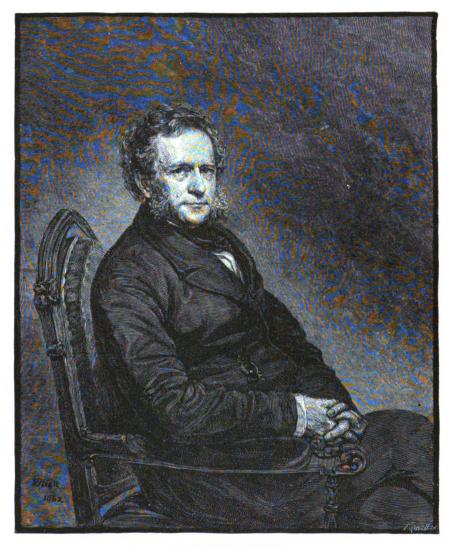
And so when I say that a number of worthy gentlemen in Philadelphia thought they were going to have a great laugh at the expense of Mr. Fletcher Harper, you will see that we had good grounds for our assumption. The success which finally came to Harper's Magazine was largely due to the skill, sagacity and energy which Mr. Harper bestowed upon the publication. That it has since become of such world wide celebrity and has reflected so much credit upon the whole world of American Art and Letters is not at all surprising.

We had received some intimation that such a project was in view, but in the face of such a long line of disasters, we felt that Mr. Harper would ultimately abandon his purpose, and the concensus of opinion in Philadelphia at that time was that the scheme was doomed to failure. One day, after a trade sale of books at Cooley & Keese's, the old New York book auctioneers, John Keese, Mr. Godey, Mr. Graham, Mr. Peterson and myself, strolled down to Harpers to have a little quiet fun with Fletcher Harper and his new monthly magazine. We were rather taken back when we asked for the first number to have him point out a row of magazines all neatly stacked up against the wall ready for shipment, and proceed to give us copies on the spot! "John," I said to Keese, "I thought this was to be funny?" "So it is," said John, "but the fun hasn't commenced yet-it's a little early."

It is impossible for me to over-estimate

the ability of Mr. Fletcher Harper. never knew a man who was more of a natural born publisher than he, yet he would have succeeded equally well as a statesman or a lawyer. I never knew one to accomplish so much and to say so little about it. He shrank from the public gaze, and was seldom seen outside of his domestic circle. He was quiet and unassuming, yet a more delightful man I never met. He was an ideal business man and one of the most picturesque figures in the publishing trade of the century. It was characteristic of him to keep a drawer into which he dropped every chance item, every random contribution, every thought that appeared likely to be of value to the magazine at any time. Out of this drawer eventually came most of the material to make up the magazine. most widely known department in the current literature of to-day-the famous Editor's Drawer—is an outgrowth of this idea.

The work which Mr. Harper undertook in this venture would appall even the hardiest latter day publisher. It was an entirely different matter then than now. The work of the artist was crude and always disappointing; the work of the engraver exasperation itself. As for literary work, the supply of mediocre ability was as plentiful as it is in our day, but the really good matter was hard to get. Yet all the representative literateurs of the day were obtained by Mr. Harper for the magazine; Dickens and Thackeray being but a sample. In view of the recent tremendous development in the advertising department it is singular to note that up till 1872 no other announcements were permitted by the publishers except those of their own books. Gradually this conservative policy was abandoned, the courtesy being first ex-



MR. FLETCHER HARPER.

tended to rival publishers, and finally to the general public.

The first number opens with a serial from the *Dublin University Magazine*, entitled Maurice Tierney: The Soldier of Fortune, by Charles Lever, which ran through the first volume and was continued in the second. The balance of the number is made up of extracts from Bentley's Monthly Miscellany, The London Examiner, The Ladies' Companion, Dickens's Household Words, London Athenaum, correspondence of the London Times, etc., etc., the articles comprising short stories, tales of travel, poems, biography, essays, and short clippings on a variety of topics. Sydney Smith's papers

on Moral Philosophy are given a large space, but the department where the work is distinctly from the magazine's own editors is found in the concluding pages in the Monthly Record of Current Events, Literary Notices and the Fashion Department.

In the Record of Current Events, the editor expresses the opinion, that as the domestic doings are so well presented in the various Dailies and Weeklies, it will confine itself to a summary of movements in foreign lands only. It seems, however, that the subscribers preferred domestic intelligence, for in the next issue the editor states that "domestic events in accordance with requests from many quarters" will hereafter be regularly given. Perhaps this may account for the absolute Americanism of Harper's Magazine ever since. feature of the Record is the ten columns of Horrors gleaned from the press, which form part of this installment, and which is made up of the most awful crimes one could well imagine. Nothing could better illustrate the improvement in public taste than the total absence of such narratives from the magazine's pages at the present time. The illustrations in the first number consisted of three portraits and some fashion plates. Not very good, judged from to-day's standard, but much in advance of the average of that time.

Perhaps the best idea of the general excellence of the number may be gained from the fact that the lapse of forty years has not caused the matter to become obsolete. In a large measure it retains the interest which it must have possessed when it first appeared. This is the supreme test of the value of literary work.

In their "Advertisement" on the fly leaf of the first bound volume, the publishers express their gratitude for the kindness with

which their efforts have been awarded. "Although but six months have elapsed since it was announced," says the advertisement, "it has already attained a regular monthly sale of fifty thousand copies and the rate of its increase is still unchecked." Under these circumstances the publishers feel warranted in saying that future issues would contain more pictures, neater typography and better paper. How well they have made good their promises is easily seen by a comparison with the volume of to-day. An enumeration of the important literary work which has appeared in the magazine from the beginning would simply be a history of contemporaneous literature, and space will not It is enough to say that it has been a most potent force in the maintenance of American Letters, and has always been of a character to reflect credit on the whole country.

Closely associated with this most notable triumph of a great firm were Mr. Fletcher Harper's three brothers, James, John and Wesley. James was the manufacturer, a man of charming personality. I remember a cruel joke played upon him by Kendall, the famous wit and raconteur of the New Orleans Picayune. James Harper was well known to be in sympathy with the temperance people. One morning when he was visited by a delegation of ladies on some temperance business, Kendall dropped in to see him. As soon as he discovered the character of the audience with whom James was engaged, he pushed the door of the inner office partly open, and roared in a voice that could be heard in Hoboken, "James, don't you think it is time to take another drink?"

Wesley Harper was the literary man, and transacted all the business with the authors and contributors. John was the financial man, and Fletcher the general business manager. I doubt if it could be possible to produce another quartette their equals. It was the most perfectly balanced organization I ever knew. Few men have possessed a higher order of financial ability than John Harper. Careful, prudent and conservative, he discharged the duties of his office with signal success. The firm name became a

gether for discussion of business in the private office. It was what Fletcher was pleased to call a board meeting. John, if I remember, occupied the chair, and the business of the firm would be minutely gone over, each brother counselling the other, and offering all the assistance he could in the lightening of the others' labor.

No one ever heard a harsh word pass be-



AN ILLUSTRATION FROM "HARPER'S MAGAZINE," NOVEMBER, 1892.

tower of financial strength, and its fame spread to the uttermost ends of the earth.

Wesley Harper had probably the widest personal acquaintance of any man in America with the literary and artistic life of the day. The nature of his business first brought him in contact with them, and his natural sympathies did the rest. He was beloved by all. It was always an impressive sight to see these four stalwart men meet totween them. I have often thought what a splendid tribute the career of these men was to the wise care and Christian influences with which their mother surrounded them. The dominant influence in any boy's character is what the mother makes it. And in the fortune and renown which came to those four boys I have thought how much credit was due in that direction and yet how little the outside world would think of it.



THE "READING NOTICE."



A GOOD "reading notice," well written and properly placed, is a form of advertising that generally "pays," but to have full value and do the best service it must be a genuine editorial opinion. A notice with a "*" af-

fixed, or the cabalistic adv, at the end of it, carries no particular weight and makes but small impression on the public mind. The regular "ad." is much to be preferred to a "write-up" that betrays at once it's so-mucha-line ear-marks and surreptitious authorship.

In great luck, however, is the advertiser who gets an honest, undisguised "recommend" from a reputable newspaper. It is as good as a gilt-edged indorsement on his note. Of course, it is taken for granted that no honorable editor or publisher will sell his space in this way to bolster up a fraud or to perpetrate deception of any sort. Hence what the truly reliable journalist may say concerning the standing of a mercantile house or bespeaking patronage for this, that or the other commodity offered for sale, or setting forth the merits of a new invention, or advising the purchaser where to buy, or the traveller at what hotel to stop, or on what steamer to sail, or what railroad to take, is to be accepted in good faith, and being said by a paper of wide circulation and recognized influence, is worth a great deal to the beneficiary.

It requires good taste rather than artistic skill to write an effective reading notice. The main point is not to overdo it, but to tell the truth in a plain, unaffected way, free of undue embellishment and "shoppiness"

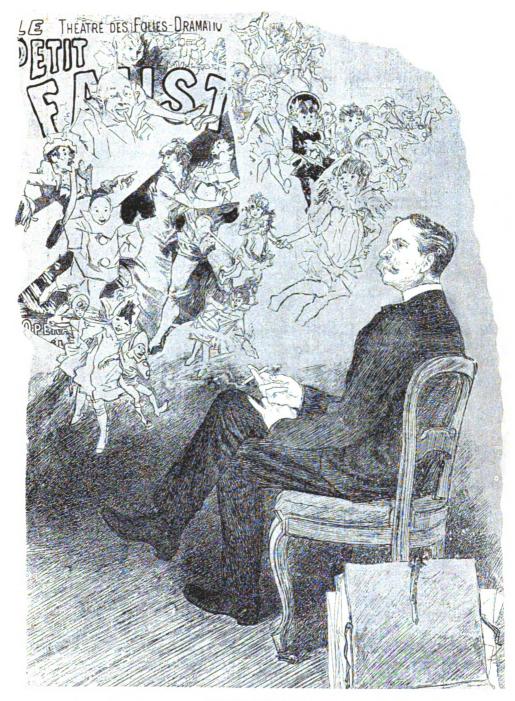
of style, and carefully avoiding everything like wilful misrepresentation. No selfrespecting newspaper will permit itself to say for the benefit of anybody's business what it does not conscientiously believe, or is not willing to vouch for to the best of its knowledge; nor will any self-respecting advertiser set up false claims or resort to false pretenses for the purpose of gaining editorial recognition and confidence. It should be a matter of the strictest honor on both sides. The indiscriminate "puffing" in which some journals indulge, either with or without price, but always with a mercenary end in view, is a disgrace to the newspaper profession and an injury to legitimate business.

R. H. S.



Featherstone: What did you break off your engagement with Miss Yardley fur?
Rongwoy: Her father sold his yacht.

WE spoke some time ago about jokes written to fit sketches. Here is a specimen where the fit is a misfit.



JULES CHERET,
The Great French Designer of Posters.

REMINISCENCES OF THE "NEW YORK LEDGER."

An Interview with Robert Bonner.

Copyrighted 1892.



FIRST came into possession of the Ledger in 1851. At that time it was called the Merchant's Ledger and was devoted to a discussion of mercantile affairs pertaining largely to the dry goods interest—a trade paper we would call it to-day. I owned a

printing office at the time and the Merchant's Ledger was one of the papers for which I set type. Its proprietor became interested in the development of a new printing press, and I either had to take the Ledger or lose a customer; so I took the paper. The success which afterwards came to the Ledger was not dreamed of at the time, and if I was fortunate beyond the average publisher, I can only ascribe it to a strict compliance with the most ordinary business principles. I made it a rule never to let my obligations exceed the money I had in the bank. I was, therefore, always free from financial care and able to devote myself unreservedly to the task in hand, whatever it might be. I never gave a note. I never endorsed one. I came very near the latter once, but gave my cheque instead. In the long run it's cheaper. As I look back I am able to realize, more now than ever, how much I owe to a thought uttered by that noble and inspired soul, Ralph Waldo Emerson, and to feel as I never felt before how great a part it played in my life:

"Oh, discontented man, whatever you want pay the price and take it!"

"That," said I, "shall be the keystone of the Ledger."

Early in life I formed the habit of saving. My first account was with the old Chambers Street Savings Bank. In those days we suffered from wild-cat money and I remember how bitterly disappointed I was on the occasion of my first deposit to have the cashier reject a one dollar bill from the roll because it was drawn on an out-of-town bank and was subject to a discount. seventy dollars in even money and it was hard to let him call it sixty-nine. The first time I saw some figures placed to my credit in red ink-three dollars and something-I said to myself, "There's money that I haven't worked for-that's clear gain "-and I never afterwards undervalued the importance of interest money. Right here I want to say to the young men of this country that the habit of saving is indispensible to business Begin now; no matter how little, start it; the account will grow. The moral prestige a young man can secure through the simple fact of having an account will be of immeasurable assistance to him when he strikes out for himself and seeks credit from the business world at large.

But to return to the Ledger. I suppose the readers of ART IN ADVERTISING will be mostly interested in the advertising which I did to bring the Ledger into prominence. Personally I am of the opinion that while the advertising unquestionably had something to do with the phenomenal success of the Ledger, yet I like to think that behind it all it was the best paper that brains could produce or money buy. It was the leading

family paper of its time. It had a marvellous circulation for those days-over four hundred thousand—and never carried an advertisement of any kind. Business increased the moment the character of the paper was changed. My heart was in the new Ledger; and no man can succeed whose heart is not in his work. Then came the problem of securing new readers. No serious use had

been made of the daily press for this purpose up to this time, and when I commenced a column of a new story with the inevitable, "The continuation of this interesting serial can be found only in the New York Ledger," it was a new departure, and it scored at once a great success.

On one occasion I made a contract with Mr. Strebeigh, publisher of the Tribune, for a page to run in the daily, semi-weekly and weekly Tribune. When Mr. Greeley saw it in the daily he declined to let it appear in the weekly. Strebeigh was

in a quandary. I had the contract and could insist on its fulfilment had I been so disposed.

"I tell you what I'll do," said Strebeigh, "if you'll let me off I'll wipe out the charge of the page that has already appeared."

"All right," said I, and there the matter ended.

When this circumstance came to the ears of Mr. Bennett through Mr. Hudson, who

was then managing editor of the Herald, Mr. Bennett said, "Tell Mr. Bonner he can have as much space as he wants in the Herald any time."

Immediately on receiving Mr. Bennett's message I said that I wanted the entire paper the following Saturday.

On Saturday morning the Herald appeared, but with sixteen pages instead of

> eight. This made the largest paper ever yet printed. Sinclair, of the Tribune, got into the same car with me with a copy of the Herald in his hand. The first form contained three of my pages. When Sinclair opened the first and saw it filled with the Ledger he quickly turned to the second. That was the same. When he saw the third he threw the paper over the dashboard in disgust.

He was on the platform and I was inside, but I couldn't let the opportunity pass. "Hullo, Sinclair!"

cried I, "you're worse

The half you have off now than ever. retained has five pages of mine, while the one you threw away had only three!"

Then I ran short notices, all set up in one solid paragraph, occupying an entire column. I repeated the sentence ad infinitum. It generally referred to a new story, and when placed in this way not only avoided "display," which Mr. Bennett would not allow in the Herald, but made a striking and



MR. ROBERT BONNER.

original column. It was simply impossible to miss reading all I had to say at that moment about the new stories; and it had its effect. In fact, so strong was the effect that one morning ere I had started down town the bell rang and we were all greatly surprised to see the doctor. The good man was evidently in much distress and I hastened to enquire the cause of his trouble, which I concluded must be very great to induce so early a visit.

"Here it is," said the dear man, holding out a copy of the *Herald*, which contained several pages about the *Ledger*. "I thought there must be something wrong. Must you pay for this?"

"Yes," I answered.

"Why did you not content yourself with one of those little squares costing three or four dollars; would that not have answered your purpose as well as all this display and costly space?"

I was rather amused at the good man's perplexity. "Hardly," I answered. "Would it have brought you around at this early hour to remonstrate?"

"Well, no!"

"Precisely. And all the other readers of the *Herald* are doubtless as much surprised as you. That is the secret of advertising. I guess that transaction will show up on the right side. You have demonstrated the correctness of my theory."

Compared with the prices of to-day I have paid as much as \$100,000 for a week's advertising. The rate in those days was ten cents a line. It will therefore be seen that while the rate to-day is higher the circulation is correspondingly greater and the actual cost is less in proportion. I suppose one of the advertisements which cost me \$2,000 in those days would have cost me now but little short of \$10,000. I fre-

quently spent \$150,000 a year, a rather insignificant sum to-day, but to use the same mediums in the same manner under present conditions would probably reach the rather formidable sum of \$1,000,000.

The Ledger, as I have said before, was strictly a family paper. It went into the homes of the people everywhere. I always pictured to myself the final destination of my paper. I imagined the mother coming in from the weekly prayer meeting; I saw the children gathered around to hear her read the *Ledger* aloud. Not one word must ever appear in that paper that should cause the mother to regret that her little flock had heard her use it, even in reading; not a line that should cause her to feel uncomfortable under her daughter's puzzled scrutiny. I wanted a paper that every member of the household could read from beginning to end without a misgiving of any kind-and I had it. The Ledger never printed the word libertine or seduction; it never referred to the famous scandals which appeared at the time; it never printed the names of men at all prominent in politics; it did not care to disturb the serenity of the home by the suggestions of the controversies which raged at the time. Among the Southern subscribers of the Ledger the name of Beecher at one time was sufficient to create a small-sized For this reason the Ledger printed fifteen short stories by Mrs. Harriet Beecher Stowe without her signature. And yet the Ledger was always ready for any great patriotic work that came within its scope.

About this time Edward Everett was engaged in a great undertaking. Mount Vernon was to be bought by popular subscription, and Everett visited every part of the country delivering his great speech on Washington to raise the necessary amount. To stimulate public interest in the matter I

offered Mr. Everett \$10,000 for a series of articles to be called "The Mount Vernon Papers." After some hesitation Mr. Everett accepted the offer, stipulating that the money thus earned be devoted to the Mount Vernon Fund. In order that the interest might be sustained in the "Mount Vernon Papers" I commenced at the same time a story by Mrs. Southworth, entitled "The Hidden Hand." I rightly conjectured that if the "Mount Vernon Papers" were a little too scholarly for the popular fancy, the "Hidden Hand," with its exciting situations, could be depended upon to sustain the demand for the Ledger. By and by, when the "Mount Vernon Papers" caught the popular fancy, as I knew they would when once fairly appreciated, the combination formed the

most notable triumph the *Ledger* had yet secured, and added immeasureably to its fame.

At the conclusion of the series it was my pleasure to communicate to Mr. Everett a universal desire on the part of the citizens of New York to hear him speak on the great questions of the day. We were now at the beginning of the war and the speaker faced an audience in New York that has seldom been equalled for patriotism, worth and character. The oration was a great success and did much to encourage the merchants of New York.

I look back to this as one of the pleasantest incidents of my life; and one of the few things that I prize even above my horses is the following letter, which, with the manuscript referred to, is now in my possession.

Boston 17th august 1861.

My dear M. Bonner,

As the first Juggestion of the following adoher was made by you, and the letter of mortation on the next page was drafted by you and came to me in your hand-unting, I feel, as if I englit to ask your acceptance of the Original manuscript keep it to remember me by.

Ever sincerely . Jourt,

Edward Everett.

Robert Bonner Eng.

[I am sure the readers of ART IN ADVERTISING will be glad to know that Mr. Bonner will continue his most interesting reminiscences in the next number. It is needless to add that the narrative gathers in interest as it progresses.—EDITOR.]



AN ILLUSTRATION FROM A RECENT NUMBER OF THE "LEDGER."

THE PHILADELPHIAN.

Mr. L. Clarke Merchant, who has occasionally advertised his Star Ventilator, is one of Philadelphia's solid business men and is at present deeply interested in the American tin plate movement. Mr. Merchant is a tall, well-built man, with clear-cut, regular features, white hair and grey moustache. He is faultlessly attired, spends more or less of his time in New York, and enjoys an enviable position among the great merchants of Philadelphia.

At the office of the *Philadelphia Ledger* I met for the first time Mr. L. Clarke Davis, who is managing editor. Mr. Davis is better known, however, as the father of Richard Harding and Belmont Davis. The elder Davis is a tall, spare man, who wears a slouch hat and black broadcloth frock coat, which I have noticed is more or less the badge of his

calling. In New York and Boston the editors are dressed usually in the extreme of fashion; but in Philadelphia they affect ye air of long ago. Mr. Davis makes the *Ledger* so good a paper that if a man stops it one day, the man's wife will come down the next morning and order it continued, and so the circulation never declines, and every time a new home is started in Philadelphia a new subscription to the *Ledger* begins also.

Mr. F. Percival Farrar, who is Mr. Davis' chief assistant, is a young man hardly twenty years of age, who labors under the disadvantage of being the son of a distinguished parent, the name of Archdeacon Farrar, of London, reaching to the uttermost bounds of the civilized world. Mr. Farrar has a smooth, boyish face, speaks with no English accent at all, and seems happy in the situation in which he finds himself.





HE signs that dot the salt meadows directly beyond Jersey City are sure of careful scrutiny if for no other reason than that for once they successfully compete with the surrounding landscape. In addition to the signs

one occasionally sees a tall thin masted schooner under full sail plowing its way through the raging meadow to the deep and dark blue ocean just beyond. A quick bend in the road reveals the narrow stream of water that leads to Newark Bay and that is otherwise hidden by the tall grass. With the illusion dispelled, there is nothing to relieve the awful desolation, and we turn almost with delight to the sirens on the fence.

The deathlike stillness which surrounds these signs seems to invest them with human powers! For the nonce they cease to be inanimate boards. I hear them shouting, and they are drawn up in line very much like the cabbies I will strike at the end of my journey. "Pills, sir! Pills, sir!" shrieks Mr. Carter. "Gum, sir! Gum, sir!" howls Mr. Beeman, in whose case the illustration is heightened by the fac-simile of his portrait. "Shoes, sir! Shoes, sir!" roars Mr. Crawford, and so the babel continues. Mr. Lorillard insists that I take a smoke with him, Mr. Marburg with him, Mr. Hires a drink with him. Mr. Mandrake thinks I will die of consumption if I don't take some of his syrup, and Mr. Schenck insists that his pills will cure my headache, from which, alas, I suffer too much.

The train runs fast, but the signs run faster. At Trenton the same crowd is there in a perfect paroxysm of ghoulish glee to think that they have beaten the Congressional limited on the first quarter. As the train leaves the depot they disappear behind, but I know the race is still on, for accasionally I overtake one of them who has purposely lagged behind. They will all be together again at Philadelphia, and the ironical cheers with which they will greet my arrival will make me wish Hote were dead.

Some of the names I noticed were: Buist Garden Seeds, Wanamaker & Brown, A. C. Yates & Co., Dreydopple Soap, Blaisius Pianos, Item. Times. Pond's Extract, Lester Parsons, Henry Disston.

The trip is full of excitement. The passenger opposite me opens the play with a loud complaint because he is always obliged to ride backwards. That always makes him sick. The conductor protests that he didn't sell him the seat as claimed just before he went forward to look at the engine. He can't recall the incident, and frankly admits

that the passenger has got the best of him. "No," says the irate passenger, "it's you who have got the best of me," a statement, the truth of which is painfully apparent to all. Moved by compassion, several of us offer to exchange THE TRIP WAS FULL OF EXCITEMENT





seats with the irate passenger. "Oh, never mind," said he. "I was only having some fun with 'His Whiskers," (meaning the conductor;) "I live on the road and could sleep on the cowcatcher."

The compassionate passengers subside.

The same gentleman enlivens the rest of the trip with his views, uttered with refreshing candor, on social, historical, and mercantile history. He wants to bet a ham, "no swill-fed ham, but a corn-fed ham—a good ham," against a copy of the constitution that George Washington was the greatest general that ever lived anywhere at any time. "You talk about Napoleon! why he lay down at the first lickin' he ever got. But Georgy wasn't built that way. Gee whiz, he'd come up with his toes sticking through his brogans, and his pants minus the basement, to bite off another piece; and no matter how much you struck at him, his mouth was always open. Oh, there was nothing particular the matter with George!"

Next to Washington came John Kelly. John was really aud truly a great and good man, and died from overwork as a martyr to his conviction that public office is a public trust.

A. T. Stewart, Bill Tweed, E. J. Denning and others, were all friends of his boyhood. As the smoking compartment emptied and filled, every little while our verbose friend would pause to inquire of some one present where he had seen him before. The other always replied that he had been trying to place him for the last half hour. Both come to the conclusion that they have

known each other for twenty-five years, and bestow a pitying smile on the rest of the passengers who have not been so fortunate.

In a discussion on the swindling nerve of Mr. Barksdale's road to charge two cents a mile instead of a half cent, the loquacious passenger was interrupted by a Southern railroad man who offered to dispute the question. His recollections (the Southern man's) were to the effect that every road who had made the attempt ended in "bunkraptcy," whatever that is. He also said "durn" a good many times, which is a sneaking way of treating a real good old-fashioned cussword, that considering its boundless capacity as a measure of relief, is surely entitled to more dignified consideration.

At this point the conductor re-entered the smoking den, his face wreathed in smiles. "President Roberts, of this road, is on the train," he said, "and I've got a good laugh on him. When I went through first to collect tickets I bowed to him and passed on. He called me back and reprimanded me for not collecting his ticket. 'Why,' I said, 'you're the President of the road.' 'That doesn't make any difference,' he replied. 'Every man who travels on these cars ought to show his ticket or put up the cash, no matter who he is. You're not supposed to know that I am the President. It's your business to obey the orders of the company.' Well," said the conductor, "that made me feel cheap, so when I went through the train after leaving Trenton I took particular pains to ask the old man for his ticket. imagine his disgust when he found he left his ticket in his other trousers' pocket. 'Well,' said I, somewhat tartly, 'my instructions are to collect a ticket or a fare from every man that rides on the train.'

'But I am the president.' 'You may be the president of this road, but I'm not supposed to know it. If you are the president of this road show me your pass or you will have to put up the cash.' There was nothing for the old man to do but to fork over, and I gave him a duplex ticket and charged him fifteen cents extra for paying fare on the train. I expect I'll get my walking papers, but I can't help it. My orders are to obey the rules of the company."

"Well, you're a good one," said the fat man, who felt himself temporarily eclipsed by the conductor whom he had mortified and humiliated at the beginning of the trip. "You must be an own brother to the fellow who runs one of Daniels' Buffalo expresses from New York. There was a chap got on at Albany one night, and he had a very beautiful quiet still aboard. He gave the porter a dollar and said, 'I want to get out at Rochester, and the chances are that I will

kick like a mule when you wake me. don't let that make any difference; just take me by the collar and hustle me out. It will be all right.' In the morning when the train rolled into Buffalo that passenger rolled out of his berth as mad as a wet hen. The porter appeared in the doorway with the side of his face all swollen out of proportion, both eyes blackened, collar gone, and coat ripped up the back. 'Confound you,' he said to the porter, 'didn't I give you a dollar to get me off at Rochester?' The porter stood dazed. 'So you did,' he said slowly, 'an' I've jest been tryin' to think who the gem'lun was that I did fire out at Rochester."

Whenever I strike Ananias and Sapphira in one little compartment of a Pullman sleeper I generally have business in another part of the country, and as we just then rolled into Broad street my thoughts took another turn.



A COLD SNAP.

MAN ABOUT TOWN.

Mr. Harrington Fitzgerald, of the *Item*, is found on the seventh floor of his building, whither you are sent by one of those spiral columns that make you feel like a sky rocket. After circling round for half an hour you are suddenly dumped into his office. Mr. Fitzgerald's room is very much



MR. HARRINGTON FITZGERALD,
PHILADELPHIA ITEM.

overcrowded with bric-a-brac, portraits and other useless paraphernalia; his desk is overcrowded to an extraordinary degree, papers rise high on both sides of him with but a small space cleared in the middle. Mr. Fitzgerald has successfully solved the problem of rapid transit in the delivery of afternoon papers, which accounts for the enormous gain in the *Item's* circulation.

* * *

MR. J. P. REED, the proprietor of Ar-

thur's Magazine, is one of those Philadelphia men that one meets now and then who is decidedly not slow. He has, according to Postmaster-General Wanamaker, "put the dead wood from that magazine, and made it a bright and sparkling publication." This speaks very well for the push and energy of Mr. Reed.

* * *

TEN years ago it was considered impracticable to create a demand for any special brand of silk ribbon, and all or most manufacturers had given up trying, but Jos. Loth & Co. have since that time brought their "Fair and Square" brand to public notice so constantly that judging by the activity in their store at almost any hour of the day, one firm at least has at last succeeded in doing so. The advertising of the firm is in charge of Mr. Henry Loth.

* * *

Most Philadelphia mothers, and probably every man and youth of the town where, they say, "you can hear the grass grow," know where Oak Hall, or Wanamaker & Brown's clothing establishment is located. But very few know that the man who has at last succeeded in making this known, and having people connect this firm's name with perfection in that line, is generally to be found on the second floor of this establishmont. And the name Horatio R. Bigelow seldom, if ever, reaches the purchaser. Mr. Bigelow is always on the lookout for new ideas and appreciates one when he sees it; he is a man who can be depended on to speak a pleasant word and listen attentively to even an advertising solicitor.

N. B. BERDAN.





NATURAL.

"Have you observed how dreadfully annoyed Dr. Texty looks when anybody yawns or coughs in church?"

"Yes, indeed; he's strongly opposed to 'Sunday opening,' you know."

HOW TO INCREASE NEWS-STAND SALES.

THE prize of \$100 offered for the best article by a newsdealer on "What I Would do if I were a Publisher to Increase the Sale of my Periodical on the News-stands," has been awarded to Mr. Nelson D. Estes, of Lewiston, Maine.

Contributions were received from the following newsdealers:

Nelson D. Estes, W. E. Price, Thos. Merriman, Fred. L. Beunke, Wm. H. McKiernan, Geo. W. Schell, E. T. Hanford, Frank T. Wray, Helena M. Draper, G. E. Wiant, M. Nusbaum, C. W. Gray, Geo. C. Ames.

J. R. Goldsmith,
Edward Green,
Geo. W. Wright,
R. W. Shipman,
P. Gotthelf,
B. Waldsein,
F. P. Krugger,
Mrs. H. D. Graves,
P. T. Baigent,
Thurston,
S. W. Furnee,
F. P. Vosburgh,
P. J. McGrath.

Horace G. Tysen, Reno Spencer, M. L. D. Lansing, L. A. Michels, Robert Marsh, Peter Drach, J. L. Morgan, Chas. O. Rayner, E. R. White, J. F. Connolly, J. W. W. Mayorana, Chas. P. Rogers, John J. Reagan.

A jury composed of Mr. Scott, President The Century Co.; Mr. W. W. Ellsworth, Treasurer The Century Co.; Mr. F. N. Doubleday, of Scribner's Magazine; Mr. Harper, of Harper & Bros.; Mr. Drisler, of Harper & Bros.; Mr. Curtis, of the Ladies' Home Journal, and Mr. Howland, of the Christian Union, examined the manuscripts and decided in favor of Mr. Estes. The articles submitted by Mr. W. E. Price, Mr. Geo. M. Schell, Mr. McKiernan, Mr. Frank T. Wray, Mr. E. T. Hanford, Mr. F. L. Beunke, Mr. Thos. Merriman, are entitled to favorable mention, and are so good that we shall endeavor to secure permission to print them in our next number.

A carefully prepared digest of the information and suggestions embodied in the thirty-seven articles submitted will also be printed. Every publisher interested in increasing his news-stand sales should read ART IN ADVERTISING for January. Dealers will also find valuable suggestions in that number. If you are not a regular subscriber send ten cents and let us mail you the January number—ready January 1st.

Here is the article that carried off the hundred:

WHAT I WOULD DO IF I WERE A PUBLISHER, ETC.

This place and the town across the river contains a population of nearly forty thousand people. Compared with such cities as New York or Chicago it is "back kentry," but it is also a town of homes—one of the many in this broad land that support most of its periodicals. When I say support I mean exactly as the word is defined in the dictionary. Our country life contains far

more leisure than enjoyed by those who live in cities, and on the family table is always found a variety of magazines and papers. Without the hard-earned dollar added to the subscription list by those who live out of "town," most periodical companies would have to "shut up shop." The above has been written with the express intention of killing any lingering prejudices against an out-of-town article in the minds of those who are to decide which of us newsdealers is to get that "century." If you must have cosmopolitan experience just mark N. G. across this and chuck it into the waste basket.

That reminds me—I had a cosmopolitan experience once. A review of the same would be very valuable to publishers or any one else-but it was in the news line. My capital was forty-one cents; invested every evening and morning in the Herald and Sun. I was one of those gentle-voiced angels sometimes found around the Brooklyn Bridge and ferry entrances. But I left the city before advertising was indulged in as extensively as it is now. One of the deepest impressions stamped on my grey matter during my last trip to "York" was the festive appearance of the city, decorated everywhere with myriad pictures and signs advertising some "extra long-waisted corset" or informing the reader that there is only one tobacco, soap, bicycle, camera, Shrewsbury tomato ketchup or sarsaparilla in the world.

I'm not a publisher just yet, but if I could be induced to accept the position of senior partner in Harper's, or Century, or Scribner's, or A. in A., I should give more attention to the poster scheme. Some two or three years ago another newsdealer here received a poster with his Scribner's magazine. He didn't appreciate their value and often neglected to hang them up. This one took my fancy. I obtained it for a cigar, not having received one myself; had a neat frame put around and having a "pull" with the railroad station agent, hung it where passengers couldn't help seeing it, with my name at the bottom. It is only a cheap lithograph (two or three colors), but the satchel attracted many travellers' attentention and I use that poster every year when the time comes around. People bound for a pleasure trip are always free with money, and it is this happy knack of understanding and ministering to these little traits of human nature that enables the right man in the advertising department to make a success out of a previously losing business. There are a great many Frenchmen here. I had a poster of Harper's prominently displayed in the window. Two of them stopped. "Parbleu, see ze ladie!" They came in to buy some tobacco, "ze kind vit ze dog's head." I showed them a copy of the magazine and sold it. There happened to be something about their native country in the number and one of them gives up the price of the monthly ever since.

The size, I think, is of small importance, if the idea is suggestive and good. It wants to be large enough though, say 16x24 inches.

Guessing matches, word making from certain words and offers of big money premiums for successful competitors, in my opinion are not, as a rule, productive of any vast increase in number of copies sold. In nine out of ten there is a strong and insurmountable conviction that the prizes will never be given, as one of my friends said the other evening, "what's the use of wasting time trying to get something that no one's going to see?" A very strong point in favor of the correction of this statement is the fact that none of the really high-grade magazines indulge in guessing matches.

Another feature that cannot be too strongly insisted upon is, use good paper and good ink. There is a certain paper which passes through my hands every week. When it first appeared it found a ready sale among the boys, and judging by my own bills, must have had a first-rate circulation. The illustrations were very well executed, the stock was good, and the stories well written and printed in clear type. The last number far

from fills these conditions. The paper is but a grade or two above newspaper; the stories are somewhat in the dime-novel strain, likewise the pictures; the type is smaller and printed with mud. I don't sell as many as I did once—not nearly as many. The idea that "anything will do for country folks" is a mistake—a very large mistake.

It seems hardly fair that the publishers should stand the entire expense of returned copies. If they can bind such returned copies and sell them as volumes they are of more value to them than to the newsdealer. I always try to regulate my orders so I will have none to send back. Of course, I get stuck sometimes, but there are always some who will give half price for a magazine a few months old, and I do not lose much. It would be an easy matter to adjust a fair allowance for returned goods, satisfactory to both parties.

In small cities I do not think advertising a periodical in the local press pays. The circulation of the average "local" is phenomenally small. In these days of rapid railroad communication, the large city dailies monopolize the attention of readers. here we have both Boston and New York morning editions in the afternoon. I have a very good newspaper route. If the publishers would select four or five of the best illustrations, group them together in some artistic manner and send me a number of two-page folders each week or month, I could deliver them with the papers every morning, and am satisfied they would be a cheap and effective means of attracting notice. I must insist on one thing; that is —they must be attractive and neatly printed. Ordinary type circulars, without a cut to draw attention, are useless.

One of the objections many find with periodicals is the serial story. "I don't

like to wait a week or a month for the next installment," or "I've forgotten the first part," etc., are remarks altogether too familiar. As long as there are periodicals so long will there be serials-it's useless to think otherwise. If some enterprising firm were to offer a binder with a year's subscription they would make a hit. I have seen some ready binders that sell for seventy-five cents. At the regular rate of profit on such goods they ought to be made for a small sum—if turned out by the thousand. If one could place their hands on half a dozen numbers instead of wearing out patience and pants in hunting under sofas, etc., for missing numbers, they would take a little interest in a continued story and be less inclined to "forget to subscribe" again.

While looking over some magazine I have frequently heard parties express a desire for "a large picture of that man," or "wish I had a duplicate of that battle scene large enough to frame." Now, why couldn't Scribner's or Century or Harper's or any good illustrated periodical print twice a year a slip in the back pages, something like this:

Yours, etc.

This would be filled out by a subscriber and mailed to the office.

The picture admired most could be reproduced in half-tone or some other process, and enough printed to send with first number of new volume. I am confident this would be a cheap and very effective method of "reaching the public."

The expense of printing one hundred thousand sample copies of any of the large

monthlies would be too great, so I will leave them out in considering the sample-copy question. In this city and I see no reason why it should not be the same in other small cities—the distribution of sample copies is beneficial to us—provided such samples are at least a week old. We do not get enough of these copies here; publishers seem to consider that scattering them about large cities is the best method of distribution. I must confess I fail to see the correctness of this view.

Such copies of a paper devoted to women are particularly valuable to me. I always see they are well placed and find they are generally read. The greater part of a woman's life is spent indoors and around here they read more than the men. Whenever I have been fortunate enough to obtain sample copies of such a sheet my next sales have shown a decided increase. This may be owing to the pains I take in giving them out. I have talked with some newsdealers who do not think they are of very much value.

Of course that ad. of a certain Western periodical, written in the true cowboy style and illustrated with a series of cuts of precious stones ranging from the size of a dime downwards (offered as premiums) will catch a great many, but it don't "go" around these parts.

My customers are representative of the people in this part of the country, and they do not bite at any such worthless transparent bait.

Of course the value of some trite phrase so intimately associated with the article that to hear or see it will instantly bring to mind whatever it is intended to advertise, is indisputable. The great difficulty would be in originating one that would catch the popular fancy and be short, apt and to the point. If I had a tasty card with a phrase similar to the familiar one used by a certain camera firm (but synonymous with some periodical), on my counter I am sure it would increase the sale.

And now to sum up.

Objections may be found against the binder device on the score of expense. This may be true. I do not know what they would come to, but for simply two pieces of card and some cheap arrangement to hold in the papers the cost could not be In suggesting this I have very much. nothing fancy in mind, only something that will keep the papers from travelling all over the house. Surely there can be no such objection raised against the practicability of the picture scheme. The drawing is already on hand, and the only expense would come in printing and making the plate. If I were a publisher (?) and this idea occurred to me, I should write out a check for one thousand dollars and "blow it in" giving the NEWSDEALERS a "blow out." But it is only the suggestion of a "back kentry" paper slinger, and my native modesty will not permit me to praise the outcome of my own teeming brain.

I guess that's all. If I've written enough to collar that "gold dust" I shan't regret the week of deep study I've put into these ten sheets.

NELSON D. ESTES.

P. S. If any such luck should come my way please tell the cashier to send the money in installments. If I saw it all at once it would, likely, only come handy in paying my funeral expenses. My heart is not very strong.

SNAP SHOTS BY THE OFFICE KODAK.



HE man who marries a poetess probably takes her for better or verse.

Mrs. Bings: "I'm just tired out. I've been standing on my feet all lay."

Mr. Bings: "May I ask what you usually stand on, Maria?"

LIGHTNING never strikes twice in the same place. It doesn't have to.

TOO MUCH.

Woman (crossly): "Well, what are you back for? Wasn't the pie enough for you?"

TRAMP (excitedly): "Enough! Great Scott, ma'am, this is no time for jesting—I came back to see if you could recommend a good counter-irritant."

A WISE FORETHOUGHT.



HE: "Here's one of these election hats two sizes too large for me. I'll have to have it exchanged."

She: "I wouldn't if I were you, dear. It may come in very handy now and then."



I ain't no polytician an' I wouldn't give a rap

Fur Grover C. or Benny H. er any other chap.

Free Trade I takes no int'rest in; fur Tariff never pine,

'N I don't need no Pertection with this ere face o' mine.

'N more'n that if I was called to jine the cabby-net

I'd send the boss a postal card, declinin' with regret.

But if the country really longs to favor me some way

I reckon I could take it out in three square meals a day.

A NATURAL CON-CLUSION.

"What is a stag party, mamma?"

"One that is composed entirely of men, dear."

"And is stag the short for stagger?"

E. L. S.



"HE CAME OFF WITH FLYING COLORS."



THE annual prospectus of the Youth's Companion has been issued and Mr. Rideing is covered with glory. The somewhat overworked young men who last year threw slip knots over the heads of serpents coiled on the breasts of sleeping gentlemen just in time to prevent a horrible catastrophe, and the hunters who disappeared mysteriously into the bowels of the earth only to reappear again several miles away through the kindness of a subterranean river, will be replaced by other equally exciting and entertaining attractions.

I hope the old trapper will receive a much needed vacation. This enterprising party has outwitted the bloodthirsty redskin in so many miraculous and unexpected ways that he is entitled to a large and costly medal all by himself. If an Indian on the reservation nowadays happens to get at all conceited they simply hand him a bound volume of the Companion. The young men who spent days and nights in trees projecting over yawning chasms on which panthers, lions, tigers and such did not dare trust their precious selves, can now come home for a spell, while the eagle hunters, whose ropes always break just where they can be dropped on a convenient ledge, may retire conscious that their fellow-citizens have suffered with them and were glad when it was all over.

The miscellaneous persons who walked miles over tree-deep crusted snow which threatened to engulf them at every step, who climbed, sailed, rode, swam, sank and shot in all parts of the world for the edification of the gang with the school house flag, can now come home and receive the plaudits of the multitude.

Considering that the whole force were ob-

tained for the modest sum of one dollar and seventy-five cents the wonder is not how cheap but how good.

* * *

MR. DANA remarks in one of his talks on journalism, that a paper to have any influence whatever, to be at all respected, must first of all be a successful one from a pecuniary point of view. It is a common law in life and religion that unto him that hath shall be given, and from him that hath not shall be taken away even that which he hath. These are hard lines, but strictly There is evidently a close communion true. between the intellectual and the material side of a publication, and success begets It is a recognition of this fact that impels publishers to boast of their advertising, of their circulation, and of other evidences of their increasing prosperity. are entitled to all the prestige this brings when their claims can be substantiated. It is one thing to get cash for advertising, but a totally different thing to exchange.

Take, for instance, the case of a publisher whom we all know. His frantic shrieks every week over the latest contract is enough to drive the town crazy. "John Jones," he



yells, "has taken my front page for seventyeight hundred dollars! He gets five chickens free." "Billy Smith has taken the second for thirty-eight hundred! He gets four chickens free." "Dick Doe has taken the third for twenty-five hundred dollars! He And so on it gets three chickens free." goes all down the tally. The grand total makes up a very considerable sum; all the babies immediately have spasms, and this smart and enterprising papa, in acknowledgment of the deafening applause comes before the curtain, bows, smiles; bows again, smiles a little more, and retires to slow music with the calcium light throwing a halo around his head.

But alas, when he goes to the box office! The house is all paper and even the bouquets for the stars have to be paid for out of his own pocket.

The moral effect of any fifty or a hundred thousand dollars worth of advertising in any class paper would ordinarily be of great value. Under the circumstances, however, the paper which can show even so many hundreds of actual cash advertising is in a better position every way. It is gratifying to know that the situation is rapidly becoming more clearly understood.

"Vogue," the new paper which will appear for the first time on the 17th of the month, is the much discussed society paper projected by Mr. Turnure and Mr. McVickar. Considerable discussion has attended the venture, mainly owing to the social prominence of the stockholders, who include a number of the leading lights in New York.

It will be something on the order of a Court journal, so to speak. An official organ of society. The ceremonial side of polite society will receive the first consideration, so that Mr. Blifkins, who is anxious to invite Mr. VanBibber to his club for dinner will know enough not to ask him up to the bar for a beer instead of a cocktail before he begins. Mrs. Blifkins will also be instructed as to the proper form governing a 5 o'clock tea, and the Misses Blifkins will be duly informed regarding their conduct at a ball or the opera.

Papa Blifkins, after a hard day's tussle on the wrong side of the salt pork market, is not expected to know just when he ought to don his dress suit, or how to eat soup without



getting his mustache into it. Vogue will tell him. In short, Vogue will be an authority on all matter pertaining to the mode of conduct in high life, and if we know anything, and we think we do, it will prove a godsend to a great many people.

The drawings will be of the current modes of dress now in style and are from designs loaned by ladies who actually wear them. Men's attire will be of the same authoritative

nature. It will possess an added value from the fact that while the drawings depict fashion they are something more than mere fashion plates.

There is an increasing class of men and women in this country to whom *Vogue* will appeal with particular interest.

The business department, under the skill-ful management of Mr. Turnure himself, will be ably conducted, and with Mr. McVickar in charge of the Art Department the paper has excellent prospects. Mrs. Redding, late of the Art Interchange, will be the editor.

The business taken before publication was very considerable and ought to do much toward making it a financial as well as a social success.

* * *

THOSE who have read Mr. Richard Harding Davis' story, "The Boy Orator of Zepata City," published in the November number of *Harper's Magazine*, will be interested in the following letter to Mr. Davis from a prominent Texas lawyer.

AMORY R. STARR,
Attorney at Law,
MARSHALL, TEXAS.
Attention given to land litigation only.
In re STATE OF TEXAS
PR.
ABE BARROW.

October 31, 1892.

MR. RICHARD HARDING DAVIS,

Cure of Messrs. Harper Bros.,

NEW YORK, N. Y.

I have read "The Boy Orator of Zepata City" and enjoyed same very much. I suppose this, with similar sketches by you, will be published in more permanent book form, and if you will permit a stranger to do so, I would beg leave to call your attention to certain matters in the article which are not exactly correct from a Texas legal stand-point:

The name Zepata, common in Texas, is spelled Zapata. It would appear from your article that court houses in Texas were built by an appropriation obtained from the State government; whereas they are built by local taxation, levied by the County Commissioner's Court, and if the local population had desired it as stated, there would have hardly been any difficulty in having the tax levied.

The term "appropriation" in reference to levying a tax to build a court house I have never heard used.

District-Attorney Harvey would hardly have alluded, in his address to the jury, to a commission of other crimes by the defendant. Our Court of Appeals have held that such allusions when not called for by the evidence are causes for reversal, and a trial judge would promptly sustain an objection offered by the defendant's counsel.

Under our criminal code a jury determines the guilt or innocence of the party, and if guilty assesses

the punishment also. The judge has no voice in the matter. He can, when the verdict is returned, set it aside by sustaining a motion in the arrest of judgment or sustaining a motion for a new trial, and he can, as did Judge Truax, suspend passing of sentence, although I have never heard of a judge taking this step.

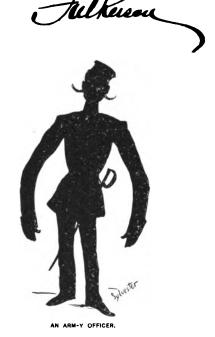
Upon conviction in a case like this the penalty would have been assessed in the verdict, and Barrow's appeal would have been too late. He should have addressed it to the jury before they were charged by the court and retired to consider of their verdict.

The least punishment in Texas for murder in the second degree is *five* years in the penitentiary.

I trust you will excuse the above suggestions; they can hardly be called criticisms. I enjoyed the sketch so much that I desire to see it correct from a Texas legal standpoint. I know that it is very hard for one to give the true local coloring in all cases. If I remember aright Jules Verne had herds of wild buffalo in Florida about 1880.

With best wishes, I remain,

Yours respectfully, Amory R. Starr.







The trend of modern business seems unmistakably in the direction of consolidation. Not long ago a prospectus appeared in London looking toward the complete control of all the printing and allied trades in Austria, with headquarters and factories in Vienna. Everything was to be brought under the one management, and the stock so distributed as to make the whole industry throughout the Empire subservient to the parent concern in Vienna. To London they went for money. but the scheme seemed too slack-twisted for the conservative Englishman, and he put his coin into bitter ale instead. He still has some left and sent it to Argentine. meant to drink more beer than ever with his South American dividends, but he has experienced a change of heart, and just about now water is good enough for him.

In our own country, Mr. George T. Harris, a Philadelphia man of much repute in Quakerdom, long ago saw the disastrous effects of needless competition, and thought long and earnestly on the situation. In the consolidation of lithographic interests, under the corporate title of the American Lithograph Company, Mr. Harris finally realized his ambitions. This Company, with its ten millions of capital, represents the youth, the flower, and the beauty of the Dutch artists in America, whose wild extravaganzas in reds, yellows and blues have given us what we know of lithography.

The new concern of course can't expect me to like them the way I liked the old. Wasn't it in Harris' office that dear, delightful Frost learned to draw? Wasn't it there also that Abbey, whose women are nearer Shakespeare's conception of women than any we have yet seen, drew can-labels? And didn't the elder Knapp help poor Johnny Wales and Crane and Gillam and Keppler, and buy many a sketch from some poor devil of an artist who, feeling the touch of real yellow gold, braced up again, and showed the world that there was after all some real good stuff in him?

Theo. Lee, of the American Bank Note Company, whose face has worn a hole in every railroad office in the country, is a sweet, joyous, young thing. Time does not wither, nor custom stale the gibes and chestnuts with which he is wont to beguile the fleeting moment. Barring an order, he is never known to take anything else, except perhaps a train home if he is in a prohibition state. Bright, affable and courteous, Mr. Lee is the connecting link between the golden coffers of the Bank Note Company and the still more golden coffers of the rail-He is a ceaseless toiler for trade and the most successful capper in the business. He is great!

No, the new office is but a side show to the Temple of Mammon, and the money changer hustles you along. Yet the memory of the past is still fragrant and reconciles us to the change.

"Be still, sad heart, and cease repining, Behind the clouds the sun's still shining."

The Company includes, beside Knapp and Harris, the Giles Lithographing Company, Schumacher & Ettlinger, Donaldson Bros., Lindner, Eddy & Claus, and G. H. Buek & Co. Each one of these houses has enjoyed a long and honorable career, and as our space will permit we hope to present a short sketch of each from time to time.

One of the regretable results of this consolidation is the threatened emasculation of Mr. G. H. Buek, a man of extraordinary individuality, whose achievements attracted widespread attention, and who never yet played to the gods in the gallery. His work was always the work of man with a soul for the beautiful, and if he had kept on he would have left a name. And a name is worth a great deal more than a dollar mark.

It is something of coincidence that the two young men who are now at the head of this vast organization should be the sons of men who were also in their day at the head of the trade.

Mr. Joseph P. Knapp, the President, whose picture we printed last month, is the son of the late Joseph F. Knapp, a man whose connection with this business dates almost from its commencement in America. Mr. Leonhardt, one of Knapp's foremen, who was with the original firm of Sarony, Major & Knapp, is still with the son's firm, and can recall the time when Mr. Knapp and he were journeymen workers. In those days Endicott & Co., of Fulton street, were about the only real competitors they had, while Currier & Ives bought more lithographs than all the advertisers in the country put together. Almost contemporaneously with the founding of Knapp's establishment in New York, Mr. George S. Harris opened his in Philadelphia.

That both of these men encountered difficulties and hardships to an extraordinary degree is not to be doubted. Mr. Harris used to say to his friends, "If I had what my experience cost, I would trade the business for it."

Outside of this corporation are also several other noteworthy concerns, especially the Ottman Company, printers of *Puck*; Ketterlinus, of Philadelphia; Louis Prang and the Forbes Lithographing Company, of Boston; the Sackett-Wilhelm Company, and others.



A PICTURE OF M. JOHN KENDRICK BANGS A LA CARAN D'ÂCHE BY

IS THIS FUNNY?

MR. SYDNEY GRAY SEE, formerly business manager of the *Chicago Herald*, occupies a desk in the same office with Mr. John Norris, present business manager of the *New York World*.

THE NOON HOUR.

THE Imperial Hotel, in New York, is fast becoming the recognized headquarters of the out of town advertising fraternity. Almost any evening the handsome dining room contains several of our more celebrated representatives who are temporarily sojourning in the metropolis. After dinner the corridor fills up with "Specials" and other seekers after business, and Boniface Whittaker has a smile and a word for all.

Another popular place is the St. Denis, on Broadway, opposite Grace Church. During the day almost every table in the café is occupied by well-known men in the publishing trade, besides a host of men who are fair game for the solicitor. A good deal of business is conducted over a quiet lunch.

Mr. Taylor showed his appreciation of the esteem in which he holds advertisers by taking a four page inset last year in *Scribner's*. He also keeps standing cards in other good mediums. It was a wonder to me that the boys allowed him to escape so long. He is a pleasant man to meet, and the fame of his hostelry is carried far and wide by the men who frequent it.

Downtown the Astor House retains most of its old-time popularity. It has long been a favorite lunching place with the newspaper fraternity. Dennett's, in the Potter Building, is getting a good share of the trade that was formerly controlled by Nash & Crook, who are now on Park Place. It wasn't so long ago that Dennett had only a cheap coffee and cake dive on Park Row, patronized almost exclusively by compos and feeders. The Potter Building branch, however, is fast becoming one of the sights of New York. It is handsomely fitted up, has an air of prosperity about it and has the

added attraction of quickness. Chairs during the busy hour are at a premium. How in the world a man can pay the awful rent charged for such a place is a mystery. There is no check upon the customer—he helps himself and settles on going out. The first case of dishonesty has yet to appear.

The Grand Union Hotel, at the corner of Forty-second street, is another well known resting place. "Occasionally," says Mr. Garrison, "the meanest man on earth stops here. He has been detected stealing soap, hair brushes and combs. We always give him a warm reception when we are made aware of his arrival. Another gentleman of whom we are specially fond is the poet who insists on giving vent to his genius at the expense of our white marble walls. To discourage this unfortunate tendency and yet protect the Muse, we have provided him with a slate and a pencil all ready for use which adorns the wall so conspicuously that it never could be missed."

The Century Co. scored a great success with their latest posters. "Sweet Bells Out of Tune," showing the bride coming forward, was one of the daintiest things we have seen in a long time. The Christmas St. Nicholas was an extremely taking design and created quite a sensation whenever displayed.

Good work like this ought to be recognized. It is a matter of regret that both the artist and the lithographer's imprint are missing from the cards and we are unable to compliment them by name as we should like. It will afford us pleasure to give them proper credit when the needed information reaches us.

WANTED. FOR ADVERTISING CERTAIN GENtlemen who are about to adopt a literary career a plan as good as the Brook Farm scheme. Address HERALD OFFICE, box 41144 uptown.



THE PULSE

shows how the heart beats. We have felt the advertisers pulse by recently sending out 2,500 return postals, with a series of vital questions, requesting an answer to each. We received nearly 2,200 replies, and the results are very interesting. The replies came from the largest as well as the smallest advertisers and advertising agencies. We append the questions asked, the number of replies received, and various answers:

	YES.	NO AND IN DOUBT.	DON'T KNOW.	BLANK AND SCATTERING.
Do you believe Chicago papers of general circulation will be in greater demand by readers next year, on account of the World's Fair?	1968	150	48	20
Did you ever know or hear of an advertisement, which paid in other papers, failing to pull bigger in Boyce's List than any other?	64	1886	98	138
Have you not heard or known of an advertisement which failed to pay in other papers, paying in Boyce's List?	1792	306	67	21
Do you believe in publishers proving circulation by Post-office receipts? (All papers of general circulation pass through the mails.)	2094	19	22	51
Do you believe that an advertiser should have the right to discontinue his advertisement at any time if it does not pay?	2109	11	21	45
Do you believe that an advertiser should pay a premium on a trial order to find out if it pays?	6	2122	19	39

We are pleased at the results, and invite you to draw your own conclusions. Yours truly,

W. D. BOYCE.

BOYCE'S LIST OF THE SATURDAY BLADE THE CHICAGO LEDGER THE CHICAGO WORLD

1892.

1893.

Do not forget to reserve space, as the rates increase 25 per cent. January 1, 1803. . TIME IS PASSING AND THIS IS THE LAST MONTH YOU CAN GET THE CHANCE. : ADVERTISERS in any part of the world are invited to visit Floral Park and examine our books and subscription list. If we cannot prove the circulation claimed for each issue of

THE MAYFLOWER

we will pay the total expense of the round trip with a fair allowance for the time consumed by the person making the journey.

> JOS. J. DE LONG, MANAGER, 89 Tribune Building, NEW YORK.

AS AN ADVERTISING MEDIUM PUBLIC OPINION IS A CORKER.
SEND FOR RATES AND A SPECIMEN IF YOU ARE NOT FAMILIAR WITH IT.

612

PRINTERS' INK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES:
No. 10 Spruce Street, New York.
No. 138 Fleet Street, E. C., Lond

Issued every Wednesday Sub-tription Price One Dollar a year in advance, single copies, Five Cents No back numbers. Wholesale price, Three Dollars a hundr al.

ADVERTISEMENTS, 75 cents a line, \$150 a page, one-half page, \$75; one-fourth page, \$37.50 Twenty-live per cent additional for special positions—when granted first and last page fifty per cent additional. Special Notices or For Sale, two lines or more, 75 cents a line, Wants, six lines, 36 words or less, one time, \$100 Advertisements must be handed in one week before the day of publication

JOHN IRVING ROMER, EDITOR

NEW YORK, NOVEMBER 9, 1892

THEATRE programme adve per evid

THE control advertiser sees so much of no spapers of all sorts and descriptions that, his personal reading is often of the most chaotic character PRINTERS' INK knows of some busy men who are obliged to read largely at random, but place their chief dependence in that admirable Washington publication, Public Opinion, to keep them posted on current subjects of great importance. This paper prints little original matter, but saves one a vast amount of time and trouble in culling from the news paper press that which is most worthy of reading. Mr F S. Presbrey is the gentleman to whom credit is due for this original feature in modern journalism.

A CORRESPONDENT at Washington writes



Ho! THE SUNNY SOUTH!

"COTTON IS KING" IN THE SOUTH AND IS BOUNTIFUL.

The most enormous cotton crop ever known—over 9,000,000 bales—this year spreads a prosperity throughout the South that many shrewd advertisers will profit by.

Be among the wise ones and take advantage of our Southern Service in reliable display advertising.

We have expert workmen now on the field of operation and in command of all points of advantage in the Southern States.

We are prepared to place the name and qualities of your goods in out-door display throughout any Southern territory and maintain your prominence for a year on strictly get-what-you-pay-for principles.

Detailed estimates on application.

THE R. J. GUNNING CO.,

DISPLAY ADVERTISERS,
GUNNING BUILDING, CHICAGO.

FACTS FOR ADVERTISERS.

Some Reasons for Advertising in the Evening Post.

duplicated. Any newsdealer will tell you | luxuries. that he cannot substitute another paper for it.

—a class of buyers who will pay reaches several readers.

It has a circulation which cannot be fair prices for necessities as well as

Its daily issue is of from 21,000 to 26,000 copies, and it is essentially a Its readers are usually well-to-do family paper. Thus a single copy often

A STATEMENT OF ADVERTISING FOR NINE MONTHS OF 1892. From Jan. 1 to Oct. 1, 1892, The Evening columns of Post contained 5773 columns of advertising. 20% more than ever before in the same time. tising than any other New-York evening paper during the same period.

The Leading Houses in All Lines of Business were represented, and, in accordance with our rules, all doubtful and unpleasant advertising was excluded. '

> SAMPLE COPIES, ADVERTISING RATES, AND OTHER INFORMATION FURNISHED ON APPLICATION TO . .

The Evening Post, 206-210 Broadway, New-York City.





"OWN YOUR OWN PAPER."

There is no advertising medium so effective as a paper tastefully gotten up, handsomely illustrated, and bearing directly on the subject in which you are vitally interested. It goes directly to the men who are using your goods, keeps them posted on every change in styles or introduction of new goods, and in a thousand ways keeps the trade alert and alive to the necessities of the case.

We are now printing for various firms throughout the country, *The Electric Spark*, *Plantation Pickings*, *The Manhattan*, etc., etc., etc., papers used by these firms exclusively for their business. Write to us for samples and specimens, and we will give you inside information regarding rates.

PICTORIAL WEEKLIES CO.,
28 West 23d St., New York City.

Digitized by Google

See that # Hump?

of the hook, that the round and overlaps yields with an easy will not let it out easy. A simple thing thing in its favor well advertised.

Look at it closely. Notice that it is in the bottom wire which forms it runs the bill of the hook. spring. Lets the eye in but until you say so-then it's but a good one. Everymade - well managed - well

THE DELONG

PATENT HOOK & EYE.



"See that Hump?"



Growing Stronger Every Day.

THE

Detroit Evening News Pittsburgh Chronicle Telegraph The Cleveland Press



The Three Leading One Cent Papers

C. J. BILLSON

86 and 87 Tribune Building

NEW YORK



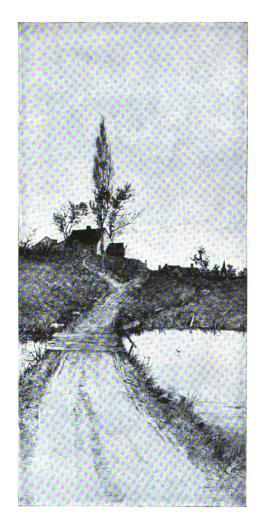


Photo-Engraving





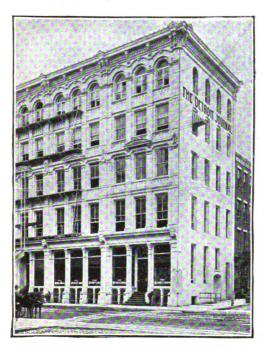
HALF-TONE AND LINE WORK ESPECIALLY. . . BUILDINGS, REPRODUCTIONS, GOODS, CATALOGUE WORK, ETC., ETC.

H. C. BROWN,

80 FIFTH AVENUE,

NEW YORK.

Send for Specimen Book.



THE DETROIT JOURNAL'S NEW HOME.

EIGHT PAGES,

SEVEN COLUMNS,

2¹ INCHES,

ONE CENT.

Just a Few Words With You.



In February last the present management assumed control of The Detroit Journal.

Appreciating the possibilities for the Journal providing an aggressive, broad, liberal policy was adopted, immediate steps were taken to occupy the vantage ground. June I THE JOURNAL occupied its new home, the handsomest and best appointed newspaper office in Michigan. Upon the same day it reduced its price to one cent. The paper was a four-page, eight-column sheet. The change in price brought a wonderful growth in circulation and in turn a splendid increase in advertising patronage. In fact, the latter encroached upon the news columns so persistently and hard that the inevitable was a change to

Which was made on September 29. This enlargement enables us to do full justice to our great reading constituency. A change from eight to

Makes a slight reduction in the size of the page, but one that our readers and advertisers, alike, will appreciate, as the columns have been widened to

Which will allow of the use of a more readable type and give to the advertiser 12½ per cent. more space for his money than the narrow 2 inch columns.

It's a marvel how it's done, but The JOURNAL does it. In fact, the most prosperous, widely circulated newspapers to-day, are the cheap price papers, which enables all classes to take a daily newspaper.

THE JOURNAL publishes daily at the head of its first page the exact circulation of the previous day and at the head of its editorial page the statement for the previous week. These figures are GUARANTEED correct.

WM. LIVINGSTONE, JR.,
PUBLISHER.

MAX H. FISCHER,

GENERAL AGENT,
WORLD BLDG., NEW YORK.



TF a paper is not read by people intelligent enough to appreciate the merits of your goods and who can also afford to pay for them, money spent in advertising will be thrown away. Ask about Kate Field's Washington, Washington, D. C.

NDENOMINATIONAL NION COSPEL NEWS.

PAID WEEKLY CIRCULATION. 142,700.

GUARANTEED, TOO!

О. В. Воотн, THE GOSPEL NEWS CO.. Eastern Representative, CLEVELAND. Room 2, 79 Nassau St., New York, Оню.

IF YOU USE PREMIUMS

OR SELL GOODS BY MAIL.

and do not handle our goods, you miss some of the best MONEY-MAKERS. Illustrated Cat. Free.

W. N. SWETT & CO.,

Publishers and Manufact'rs, 28 Reade St., NEW YORK.

. A NEW BOOK . . Want It: "SENSE FOR CENTS.

A help for Advertisers and Advertisement Writers, Nothing like it on the market. One hundred ideas **ONE DOLLAR.** It's an even swap. Profitable at both ends.

MATHEWS & PAGE,

"Fortune Builders," 11Q3 Main St., Kansas City, Mo.

BINDERS.

To keep your copies of ART IN ADVERTISING in good condition, and easy to refer to, send for a binder; 60 cents.

ART IN ADVERTISING CO.,

80 Fifth Avenue,

New York.

odd's Advertising Agency. Boston,

Send for Estimate.

RELIABLE DEALING.

CAREFUL SERVICE

World

Buil'g N.Y.

City.

LOW ESTIMATES.

ADVERTISING IN ENGLAND, EUROPEAN CONTINENT, ETC.

ADVERTISING AGENCY, L'T'D. Capital \$250,000. Henry Sell, Manager (Editor and Founder of "Sell's World's Press").
Full particulars regarding British or European Adver-

tising, sample papers, rates, etc., at the London Office, 167-168 Fleet Street, or at

NEW YORK OFFICE, 21 Park Row, Ground Floor.

ART IN ADVERTISING

ADVERTISING SCHEDULE.

Last	page,	per year,		-	\$810.00
Second	"	"	-	-	810.00
Inside	"	"		-	540.00
"	"(half)	"	-	-	270.00
"	" (quart	er) "		-	135.00
Last	" per m	onth, -	-	-	75.00
Second	"			-	75.00
Inside	"	-	-	-	50.00
"	" (half)	per mont	h,	-	25.00
"	" (quarte	er) "	-		12.50

Applications for space should be addressed to the

ART IN ADVERTISING CO.,

80 Fifth Avenue, New York.

WITHOUT No Keligious List is Gomplete THE MAGAZINE OF CHRISTIAN LITERATURE An Independent Inter-denominational Monthly.

Write for Rates and Specimen Copy. THE CHRISTIAN LITERATURE CO.
CLINTON HALL, ASTOR PLACE, NEW YORK.

Now is the time to go into THE TOURIST, the new monthly magazine for travellers. Utica, N.Y.



WHEN IN DOUBT USE SCRIBNER'S



Women who Have Money

to spend are regular readers of *The* Queen of Fashion to the number of 300,-000 each issue.

Write to us for sample and rates. Handsome fashion plate in each number.

McCALL PUBLISHING CO.,

J. H. COOK, M'G'R. ADV. DEP'T.

46 E. 14th St., NEW YORK CITY.

Two Heads

better than one in advertising. One head says what it wants—the other does the work.

You want publicity. I get it for you in the street cars everywhere—my way—as I do it for all the largest advertisers. This should suit you. My head is yours—if you want it.

M. WINEBURGH, Times B'ld'g, New York.



The Great Streets * * * of the World

8vo, fully illustrated, \$4.00

BROADWAY . By RICHARD HARDING DAVIS
PICCADILLY . . . By ANDREW LANG
THE BOULEVARDS By FRANCISQUE SARCEY
UNTER DEN LINDEN . By PAUL LINDAU
THE CORSO OF ROME . By W. W. STORY
THE GRAND CANAL . By HENRY JAMES
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By ISABEL F. HAPGOOD

"A beautiful volume. The plan of the work is a good one and the execution complete; each street, representing the life of a great capital, having been described by one thoroughly familiar with its characteristics, and each has been brightly illustrated by a characteristic native artist. The result is most interesting and satisfactory."—*Philadelphia Times*.

For sale by all Booksellers, or will be sent by mail, postpaid, upon receipt of price, by

Charles Scribner's Sons 743-745 Broadway, N. Y. City

Take Newspaper Circulations



Take Newspaper Circulation

Three Million a Month

Behind the figures there are many problems. Whe becomes of these papers? Do they reach the homes of the people or do they find their was into the waste basket? Are they read by intelling gent buyers of merchandise, and do they contribute to the material greatness of the advertisers whe patronize them?

THE TELEGRAMS, GLOBE AND GRITHER TELEGRAMS, GLOBE AND GRITHER AND THE PROPERTY OF THE MILLION AND AND THE PROPERTY OF THE P Behind the figures there are many problems. What becomes of these papers? Do they reach the homes of the people or do they find their way into the waste basket? Are they read by intelligent buyers of merchandise, and do they contribute to the material greatness of the advertisers who

Into the homes of people who buy.

No problem behind that. The books prove it. Twelve Million readers a month! Devotedly read by such a multitude, who can doubt their usefulness in contributing to the material wealth of advertis-

Elmira Telegram, Harrisburgh Telegram,

An Invaluable Book to any one interested in

CHICAGO AND THE FAIR.

Seventy-three Superb Full-page Illustrations. 400 Pages, 8vo, Cloth, Ornamental. Price, \$3.00.

HARPER & BROTHERS avail themselves of this Centennial year to make an exceptional offer of this sumptuously illustrated work, "CHICAGO AND THE FAIR," by Julian Ralph, exclusively to new or renewing subscribers to HARPER'S MAGAZINE, HARPER'S WEEKLY, or HARPER'S BAZAR, as follows:

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Harper's	Magazine,	One	Year,	with	above	book,	\$4.50
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The material descriptive of the marvels of the approaching exposition has been gathered from official sources, and the work has been approved by the Department of Publicity and Promotion of the World's Columbian Exposition.

The chapters which introduce the reader to a close acquaintance with Chicago are the result of Mr. Ralph's special studies at the World's Fair Capital.

This offer is open from November 1 to January 1, 1893.

HARPER & BROTHERS, Publishers. New York, N. Y.

JAN. 4, 1893.

Special New Year's Number of

Printers' Ink 🕦

will be as attractive as heretofore and full of good things. Special features are in preparation, of which announcement will be made later. Some of the brightest workers in the advertising field as well as leading literary men will unite to make this an issue of unusual attractiveness.

Copy for advertisements will be accepted up to one week in advance of date of publication, but to insure the best attention typographically send your order and copy now.

GEO. P. ROWELL & CO., 10 Spruce Street, New York.









\$100.00 REWARD for Advertising Ideas.

THE **AMERICAN** DRUGGIST

Now in its Twenty-second Year, and the Most Enterprising Drug Paper in America, offers One Hundred Dollars in a competition for Original Ideas in connection with advertising a RETAIL DRUG BUSINESS. The following are the conditions of the contest:

THE BEST SYSTEM.

for the best letter outlining the most original and practical system for advertising a Retail Drug Business; embracing either newspapers, circulars or placards, or the three in conjunction.

THE BEST WORDED CIRCULAR.

for the best worded circular of 200 words or less, calling attention to any line of goods in the stock, or to the general stock of a Retail Drug Store.

THE BEST DESIGN FOR NEWSPAPER CARDS. for a set of three of the best worded and designed 2, 4 and 6 inch cards, for use in local newspapers, for advertising any one line of goods, or the general stock of a Retail Drug Store.

THE BEST PLACARD.

for the best worded and designed placard for use in show-windows, or on fences, dead walls, etc., for **3** 15 for the best worded and designed placated for the last in such advertising the stock as a whole, or any one line of goods in a Retail Drug Store.

ALL MATTER SUBMITTED in the competition becomes the property of the AMERICAN DRUGGIST, and, if published, the name of the contributor will appear.

THE CANDIDATES for the prizes must have their contributions in the hands of the judges by February 1st, 1893, and as much earlier as possible.

THE JUDGES of the contest and the awarders of the Prizes will be the Editor of Printers' Ink, New York; the Editor of Art in Advertising, New York; and the Editor of the American Druggist, New York.

Address all communications to

A. R. ELLIOTT,

President AMERICAN DRUGGIST Pub. Co., 37 College Place, NEW YORK.

PERFECT GIFT BOOKS.

HAWTHORNE'S WONDER-BOOK.

Superbly illustrated with Colored Pictures by Walter Crans. \$3.00.

WHITTIER'S AT SUNDOWN.

Including his last Poems, with 8 new Illustrations and a Portrait. \$1.50.

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The Boston Tea Party and Grandmother's Story of Bunker Hill Battle. With 100 spirited Pictures by HOWARD PYLE. \$1.50.

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With Portrait and 25 Photogravures of Eastern scenes. 2 vols. \$5.00.

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With DARLEY'S beautiful Illustrations in Photogravures. 8vo. \$2.50.

HAWTHORNE'S SCARLET LETTER.

With DARLEY'S fine Outline Designs in Photogravures. 8vo. \$2.00.

Sold by Booksellers. Sent, post-paid, by

HOUGHTON, MIFFLIN & CO., Boston.

11 East 17th St., New York.

The Installment Plan

as applied to furniture is very convenient, but when a story is divided up into monthly payments the interest is lost; the reader becomes disgusted when he finds he has to wait a month to find out whether the irate father catches the eloping pair or not. The readers of LIPPINCOTT'S MAGA-ZINE are not subjected to such disappointments; the stories are complete in one number, thus the Magazine is as readable six months hence as at present. cott's is practically always in circulation.

Address for rates,

LIPPINCOTT'S MAGAZINE,

PHILADELPHIA, PA.

Special Offer:

\$150. for the best series of advertisements of

Allcock's Porous Plasters.



No advertisement to contain more than one hundred and ten words, and if illustrated not to require more than $4 \times 4\%$ inches space, or 5×2 inches space.

All advertisements in competition to be received by the undersigned not later than Dec. 20th, and the privilege reserved of keeping any of the advertisements sent in competition, which are not entitled to an award, upon the payment of \$10.00.

E. N. ERICKSON.

Temple Court, -

NEW YORK.

One-sixth of all Country Readers of United States reached weekly.



Catalogue upon application, 134 Leonard St., New York,

The Colored Covers used on Art in Advertising are For Sale.



With each edition of our paper we keep the original plates one year. Firms desiring a nice catalogue cover can obtain a small edition at a reasonable price. Initial letters, head and tail-pieces may also be obtained.

At a trifling expense a very handsome production may be thus obtained.

> Art in Advertising Co., 80 Fifth Avenue, Hew York.



IL AND EXPRESS, THE MAIL TO MAIL SUBSCRIBERS—POSTAGE PAID.

- \$7 00 SATURDAY'S MAIL AND EXPRESS, CONTAINING THE
- 3 50 COLLEGE WORLD, THE JUVENILE WORLD, THE PEARL
- 1 75 OF DAYS AND SPECIAL FEATURES, ONE YEAR, - 5 ONE YEAR, -SIX MONTHS, THREE MONTHS, ONE MONTH, 60 THE WEEKLY MAIL AND EXPRESS, ONE YEAR, BRANCH OFFICES. for the receipt of news, subscriptions, communications and advertisements, and for the sale and delivery of papers, etc.: Brooklyn: 371 Fulton St., opp. City Hall. Washington: No. 519 14th St., N. W. Albany: No. 1 Sprague Place. Chicago: Nos. 156-158 Washington St. London: Effingham House, Arundel St., Strand. The MAIL AND EXPRESS is for sale in all the leading towns and cities of the world. If you cannot get the paper from your newsdealer, notify the main office, New York. THE MAIL AND EXPRESS THE LEADING EVENING PAPER Conso Ports Children in FO. BOS BROADWAY

YORK

Did you ever

stop to consider that women buy vastly more than men?

To reach buyers, then, you must appeal to women.

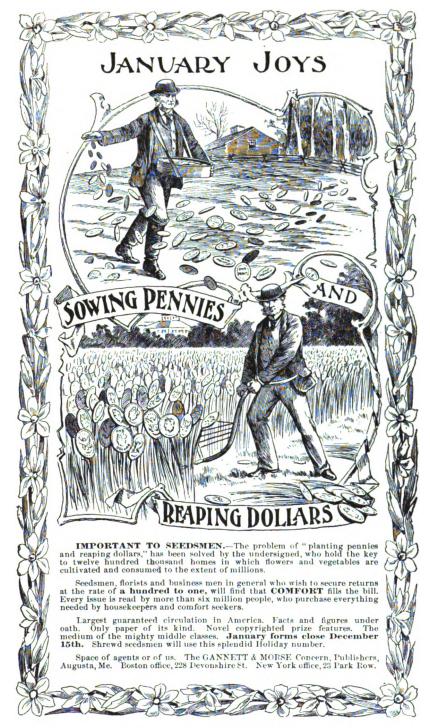
Who reads a woman's paper?

The conclusion is obvious.

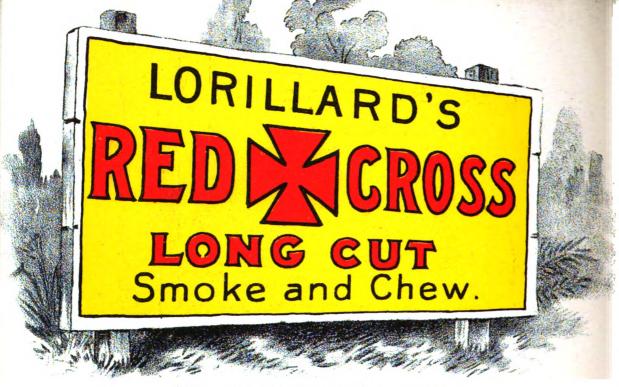
Advertise your wares in

Harper's Bazar

the greatest woman's paper in the world.



THE CAXTON PRESS, 171-173 MACDOUGAL ST.



PUT UP BY C. S. HOUGHTALING.

"Let 'Hote' git your name up!"

"HOTES" BRUSH ADVERTISING

OF A NATIONAL REPUTATION.

"HOTE" Paints More BULLETIN, WALL, BARN and FEMCE Advertising Signs

THAN ANY CONCERN IN THE WORLD.

When you want to paint your NAME UP,

When you want HONEST SERVICE.

When you want to get there quick, send for

C. S. HOUGHTALING, Veteran Contractor to the Advertising Kings of America.

HOTE'S" NATIONAL ADVERTISING SERVICE.

& 76 Madison St., CHICAGO, ILL.

W YORK CITY.

Art in Advertising



Zanuary, 1893



Price, : : 10 Cents



The Magazine with the Largest Circulation in the World



Paid Circulation

On December 1, 1892, was as follows

Paid in advance yearly subscribers Sold to the Central News Company					
Total paid circulation on that date .				_	
To supply future orders (totally inadequate)	•	•	•	٠_	27,126
Total number of copies printed				71	0,000

The Curtis Publishing Company, Philadelphia

^{***} Unsold copies returned from the News Companies averaged about seven per cent. during the past year, but nearly every copy so returned was needed and utilized to supply subscribers with back numbers.

^{***} No premiums nor free gifts of any sort are ever offered as an inducement to subscribe or buy. No cut rate nor clubbing offers are ever permitted, therefore the above figures represent a circulation of the MOST SOLID DESCRIPTION.

Entered at the Post Office at New York as second-class matter.

Vol. VI.

JANUARY, 1893

No. 5.

Published by The Art in Advertising Co., 80 Fifth Avenue, New York. H. C. Brown, President. Russell Doubleday, Business Manager. Elisabeth L. Sylvester, Editor.

ISSUED ON THE FIRST OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.



inviting suggestions from newsdealers on what methods are best calculated to increase the sale of a periodical on newsstands, we were prepared for diverse expressions of opinion. The re-

sult has thoroughly justified this expectation. The much mooted question of "returns" looms up in great shape in this controversy and is just as vexed a question as ever. When two such representative dealers as Wm. H. McKiernan and Chas. D. Raymer array themselves on opposite sides on so vital an issue it is hard to tell exactly where the news-vending fraternity is at.

On one point, however, nearly all the contributors are agreed, namely, that posters do help the news-stand sale of a periodical. But the poster must not be too big. Four-

teen by twenty inches seems to be the size generally preferred.

Whether the distribution of sample copies is a benefit or an injury to the news-stand trade is still an open question.

Folders and dodgers advertising special features are considered of some value, if attractive, but for results, says Mr. Newsman, there is nothing that can compare for a moment with newspaper advertising. (Boston papers please copy.)

There seems to be a very general opinion in the trade that the best way to increase news-stand sales is to allow the dealer a big profit. One writer is sordid enough to say that "the dealer is in the business for all he can make out of it," and this, deplorable as it is, seems to be the true state of affairs. the Police Gazette allows a profit of four cents on every copy sold and the Christian Herald a profit of three cents, it is to be feared the dealers will boom the ungodly pink sheet issued by Mr. Fox and let Dr. Talmage's gospel organ hustle for itself. This isn't right, but it is very human. We all know, of course, that the dealers ought to aid Dr. Talmage. But-that extra centthat extra cent of profit always before them They are weak and yield is too much. easily.

We print in another column some of the articles in the "newsdealer's contest."

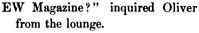


AS WE IMAGINE IT.

BUYER FOR OUR BOARDING HOUSE: "It ain't too young and tender, Mr. Murphy?" DEALER: "It's reg'lar injy-rubber, Mrs. Mulligan."

BUYER: "That's right; it's got to stretch the length of seven meals, you know."

MRS. OLIVER FLOORWALKER READS THE CHRISTMAS NUMBER.



"Yes," said Mrs. Oliver; "it came to-day."

"Good number?"

"Splendid! Shall I read aloud to you?"

"Yes—go ahead; great scheme;" and while the little lady turned the leaves of her magazine, with a thoughtful "Let me see," Oliver arranged

his lordly length in a non-Delsarte attitude and prepared to be entertained.

After a short silence Mrs. Oliver begins, "Do you know, dear, I'd like to try this Washboard & Crosby flour. I have an idea it is extra good, and we've been getting such horrid stuff lately; Bridget can't do a thing with it. I believe I'll ask for this kind next time I go to the store."

"Good idea," assents her husband, pleasantly. "Pick out a short story, will you, I don't feel equal to anything heavy to-night."

"In a moment, dear," said Mrs. Oliver, absently, and another brief silence ensues.

"There! that's just what I've been looking for," she exclaimed at last.

"All right, go ahead!"

"I'm going to write it down this minute, before I forget, and send for one to-morrow."

"What on earth?"

"Here! Listen! It's just what we need, although \$2.50 is a good price for it, don't you think so? The idea!" (Reads.) "'Did you ever try to carve with a dull knife?' (Well I should say so!) 'Proficiency in carving is a rare accomplishment'——"

"Is this a story by Richard Harding

Davis?" meekly inquires the man on the lounge.

"No, of course not; it's a knife sharpener, and we ought to have one. There isn't a decent knife in the house. It's called the Clipper—I guess I'll send for one."

"Oh!"

(More silence.)

Then suddenly, "Oh what a funny picture!"

"What's that? One of Frost's?"

"I don't know; there isn't any name on it; it's an ice cream freezer advertisement."

(A suppressed groan from the lounge.)

"I wouldn't be bothered making ice cream, would you, Oliver? It's cheaper to buy it. Do you remember the ice cream the Tomkins made? Wasn't it just awful? Half melted and full of salt."

(Interval of silence.)

"Did you see these cunning little dogs? Some kind of a plaster advertisement. I don't see what dogs have to do with plasters, do you? Oh yes! if you buy a plaster you get a colored copy of the dog picture. (Bends down corner of page for future reference.)

"How about that story, Maria?" inquires the man.

"What story?"

"The one you were going to read."

"So I was." (Turns slowly back toward the body of the magazine, commenting on the way, as follows.)

"Now, Oliver, why don't you get a pair of these felt slippers. Old Mrs. Wylie had some and they were just splendid. I'd like a pair myself."

"I should think people would be afraid

to take these anti-fat remedies. Wouldn't you?"

"What a stack of patent medicines advertised in this number. I suppose they think people will need them more during the holiday season."

"You might get me a new pair of opera glasses, Oliver. Here's a whole page of them with the prices and everything." (Turns down leaf.)

"I wouldn't buy jewelry that was advertised in a magazine, would you? It puts me in mind of premiums and things for getting subscribers; but some of these souvenir spoons are just lovely."

"Do you wear the Monarch shirts, Oliver? They look as if they were nice. Why don't you try them."

"Ugh! Here's that horrid, old head without a neck again. I declare it makes me sick every time I look at it! Do you suppose his soap is really good?"

"Dr. Slott's safety razor. My! It looks just like a patent sweeper. I thought it was at first. We need a new sweeper, Oliver, the old one has all gone to pieces. Ivory soap has a pretty picture this time—They always——"

"Oliver!"

"Well, I declare, if the mean thing hasn't gone to sleep. I want to show him this cunning baby-food baby when he wakes up." (Turns down corner of leaf.)

E. L. Sylvester.

LIFE'S FAIRY TALES.

By F. F. Sykes.

There is no such medium as mine. We have the largest circulation, the largest class of people who study our advertisements closely, and are great buyers, etc.



THE NEW BUILDING OF THE "LADIES" HOME JOURNAL " IN PHILADELPHIA

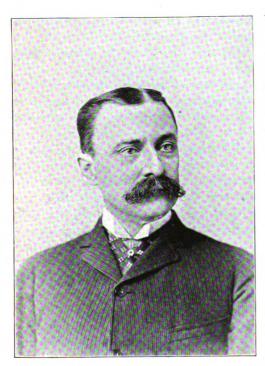


MR. PRICE, OF "COMFORT."





One of the really interesting figures who haunts the office of the advertiser is Mr. George Kissam, who is greatly perturbed in mind lest the dear public should forget that he has space in certain full-time cars to sell. When a car is full, it has a value not discernible in the case of a man under similar conditions. The first time he tackled Wood-



MR. WILLIAM CARLETON.

bury for a contract he opened up somewhat in this fashion:

"I say, Professor, there's one good thing about you."

"What's that?" said the professor.

"You can never get it in the neck."

Restoratives were promptly applied, and the professor was able to attend to business the same as usual, after a few months had brought healing in their wings.

George has a partner who is affectionately known to the trade as "Billy." Mr. Carleton is rather a dignified Bostonian and why he should be known as Billy has always seemed to me one of those inscrutable dispensations of an all-wise providence, the true inwardness of which I am at a loss to understand. this peculiar nomenclaturial idiosyncrasy is not alone confined to Mr. Carleton. seems to exist in the case of nearly all the great and good men who have received this unfortunate appellation at the beginning of their distinguished careers. There is Mr. William J. Arkell, for instance, who is scarcely recognizable under his full name. But speak of Billy Arkell and the whole world knows him. In fact, the only Bill that no one nowadays would recognize under any circumstances is the McKinley Bill.

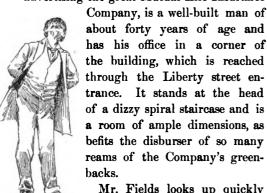
Mr. Carleton, besides being distinguished as the partner of Mr. Kissam, is considerable of an institution himself. He is ener-

A DIZZY SPIRAL

getic, pushing, and by dint of indefatigable effort is able to keep the wolf from the door most of the time. Aided and abetted by Mr. Kissam he has put a girdle round the advertising world, and his principal occupation now is to watch the wheels go round.

* * *

Mr. A. C. FIELDS, the man through whom must pass all the applications for advertising the great Mutual Life Insurance



Mr. Fields looks up quickly from behind his imposing mahogany desk as the visitor is

announced, and gets down to business without loss of time. If the matter seems to
interest him he is very apt to tilt his chair
back till it is in danger of toppling over, rest
one foot on the corner of his desk and twirl
a pencil in his fingers while he ruminates.
A decision once rendered is absolutely final.
If it is something the Company really wants
Mr. Fields will proceed to buy it for about
half what the solicitor thinks he ought to get.

In addition to the Supply Department Mr. Fields is also high up in the councils of the Company in matters pertaining to their investments. The immense holdings of real estate, which aggregate many millions, come first under his eye, and his judgment of values is considered, like Van Houten's Cocoa, "best and goes farthest."

He is exceedingly affable, courteous to

all with whom he comes in contact, and in summer time plays Farmer Hayseed on a Rockland County farm, where the milk costs considerably more than champagne and butter is worth its weight in gold.

* * *

MR. J. M. HUDNUT, who is the editor of the New York Life's paper, the New York News Letter, writes the most touching stories on the results of life insurance of any man I Mr. Forrest Morgan, of the Travellers' Record, has less of mortuary flavor about his paper, but he goes into ecstacies over accidents of a peculiar nature, and manages every month to present a collection that for originality, dramatic quality and exciting interest are without parallel. One that he called "bizarre" related how a boulder fell on the last passenger in the last seat of the last car and knocked him into eternity and his widow into a handsome for-Moral: Insure, etc. Items like this would come too high for the ordinary editor, but Morgan isn't that kind.

Mr. Hudnut favors the melodrama in his stage pictures. I honestly shed tears over the story of a poor woman in Pennsylvania, whose husband died in debt and whose household effects were being sold by auction to satisfy his few wretched creditors. One by one her well-worn treasures were put up and sold for a trifle. Finally, there was nothing left but a cradle, in which a baby The auctioneer hesitated. "The cradle," shouted a voice in the crowd, "put up the cradle!" The auctioneer swallowed a big lump, picked the baby, still sleeping, out of the cradle and laid it on the floor. In a moment the cradle was knocked down to the highest bidder.

"Well, thank God," cried the distressed woman, as she saw this final exhibition of heartlessness, "here is something you can't



touch!" Tearing open her bosom she drew forth a yellow paper. "A policy!" she almost shrieked; "a policy in the New York Life Insurance Company!"

"She's right," said the auctioneer, wiping his eyes, "the law protects her there; you can't touch a penny of it. Glory Hallelujah!"

Mr. Hudnut is a well-built man, with iron grey burnsides and the air of a student. His paper could stand a larger quantity of original illustration than it now has. President McCall, who appreciates the value of a good thing well done, will doubtless increase the appropriation with this end in view when he realizes how much the *News Letter* is appreciated in spite of its "stock" pictures and reproductions. With this reinforcement Mr. Hudnut's work will be effectively increased.

MR. BLISS, who receives the strolling



seeker after patronage at the office of the Equitable Life Assurance Society, is a very busy man, with a bristling white moustache and a bristling manner. Sometimes I think it is almost too much so. I remember on the occasion of my last visit venturing to suggest that, like others, he

would doubtless welcome a good advertising idea no matter from what source it came.

"No, I wouldn't," he answered, very decidedly. "No one outside can give us any ideas worth adopting. We keep a regular bureau for that particular purpose and have all the ideas we want."

Of course I made haste to admit that I hadn't really discovered any pressing need of outside assistance up to date from the work I had already seen, and tried to cover my retreat in the best possible manner.

But I was routed—foot, horse and dragoon, and retired, leaving the genial head of the Equitable Advertising Department completely master of the situation. Some day I intend to renew my acquaintance with Mr. Bliss, and in the meantime if anyone has a real first-class idea for the life insurance business and will communicate with the undersigned, he will find it greatly to his advantage.



BE 8ASSY UNLESS YOU ARE SURE



Pictures by A. B. Frost.

MAXIMS.

By Your Uncle.

ADVERTISEMENTS that mislead the public are liable in the long run to mislead the advertiser.

ENTERPRISING competition between advertisers as to which has the biggest bargains to offer is all right, but personal warfare between advertisers as to which is the biggest liar is all wrong and a waste of money.

THE really successful advertiser is one who, having gained the public confidence, never betrays it by claiming more than he can substantiate at his place of business.

Ir business will not justify an advertiser in high-priced luxuries he will content himself with moderate-priced necessities and bide his time. The space that he requires one month, if judiciously employed, may have to be duplicated the next. Tall oaks from little acorns grow and so full-column ads. from modest inch-squares.

It isn't always the space next to reading matter that is most to be desired. It depends a good deal on the quality and location of the matter.

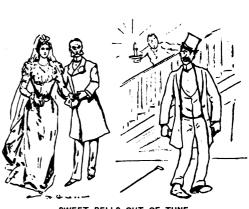
HEAVY display type does well enough for a circus bill on the side of a barn, but is apt to produce a bad impression in a newspaper or magazine. "Loudness" in advertising is as much to be deprecated as loudness in manners.

THERE is a wide difference between publicity and notoriety, as the sagacious advertiser knows. It is publicity that he wants. Notoriety is a very uncertain investment and not to be desired.

THE GREAT CAPITALS OF THE WORLD.

By Richard Hardwood Davis.

A. B. C. D. E. F. G. H. I. J. K. L. M., etc.



SWEET BELLS OUT OF TUNE.
"He is waiting for me." "She is waiting for me."
Nov. '92. Nov. '93.

Mr. Brent Good, whose Raven is even more celebrated than Edgar Allan Poe's, is a well-built man, the rattle of whose pills is heard around the world. The sun never sets on Carter's little red bottle and the fame of his sugar-coated pellet has even pierced the thick understanding of the Englishman. In order than Mr. Beecham might know that the compliment he had done America in bringing his big black sinkers over here was fully appreciated, Mr. Good takes over the famous Carter's and beards the lion in Between Beecham, Carter and Halloway the poor Englishman is in hard luck, for they are guaranteed to cure anything but suicide and a broken neck.

Mr. Good is a stout, good-looking man of about fifty years of age, has the air of a man with whom the world has dealt kindly, and is as well known in London as in New York.



ONE OF MR. THAYER'S FULL PAGE EFFORTS IN THE "LADIES" HOME JOURNAL."

WHAT WOULD I DO WERE I A PUB-LISHER TO INCREASE THE SALE OF MY PUBLICATION ON THE NEWS-STANDS?

WE print below the second installment of the articles received in answer to our Prize Offer. We are contemplating the publication of all the letters received on this subject in pamphlet form. We fear, however, that while the subject is an engrossing one to publishers, the demand for it is necessarily limited to those directly concerned. The expense would not be very great except for the articles themselves. We should not like to use them without some recompense to the authors. If the various publishers throughout the country will therefore write us stating how much they would like to subscribe we shall be glad to consider the matter. If any considerable portion of them should be interested, the expense per capita would be but a trifle. We think \$5 or \$10. each, would be enough. Each subscriber would of course be entitled to a copy.

THE first letter is from Mr. McKiernan, whose stand at the corner of Park Place and College, enables him to form a pretty clear idea of what is wanted at a stand where the customers are well-to-do business men, and who are always in a hurry. Mr. McKiernan is also Secretary of the New York Newsdealer's Supply Company, and his views are naturally from a wider field than usual. He writes:

To begin, I assume that there is some field for my publication, also that it contains some merit.

1. To place it on the news-stands and have it kept constantly in stock, I must first make it fully returnable.

In these days when there are so many meritorious publications on the market, all struggling for a circulation, dealers are not depending for business upon the sales of any one periodical and they most certainly will not assume the risk of handling an unreturnable one.

2. To secure a display on the stands and to gain the support of the newsman in introducing and pushing my publication, I must allow him a good profit.

The dealer is in the business for all that he can make out of it. It matters not to him which publication he sells so long as he clears a good profit, so if I would interest him in the sale of mine, I must make it an object to him to push my particular periodical, by allowing him a large profit. So much for keeping my publication on the stands and interesting the dealers in its support.

3. To attract the public to my publication I believe in the following methods:

First. Sheet posters for stands and stores.

Cards for stands and stores.

Distribution of sample copies in desirable localities.

Distribution of small dodgers or circulars through papers, magazines, weeklies and books at the leading stands.

Nothing in the way of a poster is so good as a fac-simile of the cover of a publication.

In cases where there is a change in illustrations on the cover, these posters can be printed with each issue at, I believe, a small additional expense.

The fac-simile of the cover serves to fasten upon the mind of the public the exact appearance of the periodical and saves the destruction of whole copies which cannot be used after they have been tacked up at stands.

Cards should be small, say about six by fifteen inches. Thin tin is much more serviceable, as a rain storm works sad havoc on card boards.

When you have sample copies to distribute, don't go on the outside and hire men to do the work, remember it is the newsman whose good will and support you seek, he is a first-class medium through which you can distribute. When you want to spend money see first if you can spend it to advantage in your "family." Consult the newsdealer and you will make a stanch friend of him.

On all sample copies and circulars leave a space at the bottom for the dealer to stamp his "ad." It will be of mutual advantage to dealer and publisher to have these properly circulated.

Small circulars should not be sent dealers loose. String them, say fifty in a bunch, and the dealer, without any trouble, can place them prominently at his stand so that the public can see them and "take one."

When the circulation of a periodical is built up, the plan of deducting one cent from the wholesale price is a good one in regulating returns—for instance, charge the dealer say six cents for your paper and allow him five when he returns it. This plan enables him to keep your paper in stock, allows him a good profit, and at the same time is a check upon him against abusing the return privilege. I would give away to every leading newsdealer one sample copy of my publication every issue. The dealer will try to sell that copy; he'll display it; you secure a show on his stand, the display he gives you helps to get ads. for you, it gains the good will of the dealer. Remember it is the dealer who does the business for you every time.

Have a live man call personally upon the dealers occasionally, to see if you get a good show and to get a line on how things are going. Dealers can often give a publisher an idea of value.

For a weekly I believe Monday is a good day to issue.

For a monthly the first day of the month is in my judgment the best.

Voting and guessing contests certainly help the sale of a periodical, but not so much as in the case of a daily.

After all is said and done you must publish a first class article, recognize the dealer and he will put your publication into the hands of the public.

Very respectfully yours,

W. H. McKiernan.

THE next is from a down East woman who is certainly entitled to great credit for the enterprise she has displayed and the success she has achieved. We thank her for the interest she has taken.

LYNN, Mass., Nov. 15, 1892.

To Publishers of ART IN ADVERTISING:

I send you with this an article that you can use, if you wish, only do not use my true name and address, for I do not want to encourage my rivals in business in this place to follow my methods, as they are already following my way of advertising as much as I wish them to. If I had had time I should have written an article a little more carefully, but I have just spent the only half-hour I

can spare. I am quite sure that posters help better than anything else, if used. I commenced business a little over two years ago without any experience and no capital, not even five dollars—with a space of twelve feet in a store. Now I use a whole store and my business increases every day. I spread out my magazines so people can look them over, and I use posters.

Yours truly,

Here is the article:

First. I should make my publication returnable within a given time if in good condition.

Socond. I should sell to the newsdealer at the lowest possible price, by so doing making it an object of self-interest to him to push my publication. I should send posters regularly to every newsdealer, if possible. I should have them about twelve by fourteen inches in size, printed in plain type, that "he who runs may read." I might vary the announcements on the posters, but I should always have the name of magazine and month in distinct type. I am in the habit of printing a poster of magazines that do not send one or is not plain enough, and posting it in a conspicuous place on my door or window, and I have customers get off from the cars, saying, "I saw your sign on the window; you always get your magazines first." Of course I do not get them first, but I advertise them first in that manner and I find that it pays.

I should advertise new books and magazines in the local papers, thus calling attention to special articles by special authors.

If I published light reading matter I should distribute sample copies, and the occasional judicious distribution of magazines helps the sale somewhat. Lastly, I should have the outside cover of my magazine or book free from excessive ornamentation, having name and month, if magazine, name and author, if book, clear and distinct. For instance, Ladies' Home Journal, Thanksgiving number, can be read across the street, but Frank Leslie's Popular Monthly for December can hardly be recognized by its best friends, except by a close inspection. Therefore, to push your publications, induce newsdealers by every means in your power to use posters.

HARRIET.

ASIDE from the pamphlet we shall publish a few letters in the series from time to



time, as the subject is one that can stand considerable discussion.

In a short while we will try to present the other side of the question; the publisher will be asked to state what he would do if he were a newsdealer to push the sale of the various periodicals committed to his care. He will also present his side of the return privilege.

THINGS RARE AND WELL DONE.

A NEW advertiser whose announcements are marked with great good taste is the Philadelphia and Boston Face Brick Co. Our reproduction is from a sketch in their specimen book, which is sent in response to request. The book itself is a handsome production and is one of the best catalogues that have yet reached us. It is not at all unlikely that the firm will reap a good business from the very nature of the advertising, which is artistic and in thorough keeping with their goods.



Bellman Bros., of Toledo, have a pamphlet of passing interest.

THE Chicago Heights Land Association send a book with the true Chicago spirit in it. It ought to sell poor dirt at an enhanced value.

BOYLE & McGLINN, sole proprietors of Clover Club Whiskey, send us a full page ad. from a New York daily wherein their decoction is spoken of as Liquid Velvet. The whiskey business is generally supposed to be all velvet, but liquid velvet is decidedly a novelty.

THE Review of Reviews sends out a facsimile lawyer's deed which makes a very clever and attractive advertisement.

Wolff & Randolph have a good colored card advertising Pik-Ron, and J. B. McLean & Co., Ltd., of Toronto, publishers of the *Canadian Grocer*, another, a card ad. entitled "Footprints on the Sands of Time."

An artistic advertisement in three colors is that of the Kenwood Bicycle.

JOHNSON & JOHNSON of New York, send several good things.

THE Phenique Chemical Co., St. Louis, some striking newspaper advertisements. We have also Col. Pope's memorial to Congress on the subject of "Good Roads," and an attractive colored cover from the Art Lithograph Publishing Co., New York.





Two events in our national life have combined

to bring the sleepy little hamlet of Durham, North Carolina, into world-wide celebrity. One was the capitulation of General Joseph E. Johnston to General Sherman during the great Civil War, and the other was the departure of Mr. J. B. Duke for New York with samples of Durham tobacco in his coat tail pocket. Peace hath her victories no less renowned than war, and in the glory of her tobacco career the old Tar Heel State has wiped out the disgrace of her military misfortune. The old house where Johnston signed the papers is owned by Mr. Ben Duke, and the family of Mr. F. D. Jones in Durham possess the table, the chairs, and the bottle of whiskey that were also used on that historical occasion. Not far from this house stands another building where the Governor of South Carolina made that remark to the Governor of North Carolina which has since become enshrined in the hearts of men.

At the close of the war North Carolina, in common with the whole Union, was in a wretchedly depressed condition. The South-

ern soldier came back to his farm and his fireside to face a future that held but little encouragement. They could not even obey the Biblical injunction to beat their swords into pruning hooks and their guns into plowshares; for both gun and sword were with the victorious Yankee. Nothing was left on the old farm but the mortgage—that mortgage which neither time can decay nor moths



DURHAM IN CAMP, 166.

corrupt, nor thieves break in and steal. In fact, the thief who would have stolen a few thousand Southern mortgages at that time (or Northern ones either for that matter) would have been canonized, and his statue erected in the market place amid the acclamations of a delighted community. A more cheerless prospect could not well be devised, and in the great change which has come to the City of Durham, it is a great satisfaction to know that it was all accomplished by her own sons and that she is indebted to no one outside of her immediate family for the wonderful property that is now hers. Great is Durham and great are the people thereof.

The soil in that part of the country is

wonderfully favorable to the growth of a bright tobacco that has since immortalized the town. At the time Sherman's army halted there the boys foraged around the town and captured everything they could.

Among their trophies were some sacks of tobacco stolen from the barn of a farmer. Mr. Green. The boys had been so long without a smoke that the tobacco was simply heavenly. They couldn't get enough. bag was sent up to headquarters for the General and his staff, and it was smoked with the utmost satisfaction. In fact, the only man who didn't appreciate the situation was Green himself. But as he and Duke and all the rest were off fighting on the other side they were not consulted, and while they ought to have complimented the Northerners on their discriminating taste, the fact remains (and we blush to record it) that they were very much disgusted. It is said they vowed that if providence spared them,

they would get it all back out of the North some day.

The vow has since been kept.

When the Army dispersed the boys went to their homes in all parts of the country. Sherman's men to the North and East, Johnston's men to the South and West—each retaining a pleasant memory of the bright tobacco smoked at Durham. In this manner the fame of Durham became national, and soon letters began pouring into the little township containing requests for some more tobacco. They were first addressed to the solitary freight and passenger agent on the railroad, with whom the soldiers had scraped up an acquaintance, and who rejoiced in the

singularly misleading appellation of Cheek. It should have been "Chump," for Mr. Cheek virtually locked and barred his doors against the Goddess of Fortune, who vainly strove to gain admittance.

Gradually Mr. Cheek made known the contents of his communications to the men who gathered round the depot on Saturday afternoons, kicked their heels against the empty barrels, and squirted tobacco-juice all over the platform. In after years Mr. Cheek always regarded it as a special favor when the boys kicked him instead of the barrels.

Contemporaneously with these events came the advent of Mr. W. T. Blackwell and Mr. Washington Duke. Mr. Blackwell purchased the business, if it might be thus dignified, of Mr. Green, who was glad to sell his "Bull Durham" for a song. Mr. Blackwell speedily made the Bull famous. Mr. Duke started "Duke of Durham," and he,



HOUSE WHERE THE GOVERNOR OF NORTH CAROLINA SAID TO THE

too, began to flourish like a green bay tree planted by a river.

Then his youngest son, Mr. J. B. Duke, came on to New York, and opened up a cigarette branch in Rivington street. Here he was destined to enjoy a career which for dazzling successes and marvellous surprises has rarely, if ever, been equalled even in this city of sudden fortunes. The mud wasn't off his boots before he found himself famous. By the time he had them shined he was worth fifteen millions. If he ever gets to wearing patent leathers he will own the National Treasury.

Mr. Washington Duke is still an active, wide-awake man, deeply interested in business, but devoting a considerable portion of his wealth to the endowment of colleges, and the fads affected by multi-millionaires. His three sons, Mr. Brodie, Mr. Benjamin and Mr. J. B. Duke, complete the Duke end of Mr. Blackwell is comfortably Durham. well off, and long ago retired from the tobacco business. He sold his million dollar Bull Trade Mark for a hundred and twentyfive thousand to some Philadelphia people, and if anybody says the Quakers are slow after that, they don't know what they are talking about.

The country around Durham is alleged to be good sporting ground. Mr. Wright and a party of friends were there recently. At the close of the real kind of a day a hunter has near Durham, George Butler overheard a gentleman relating his experience.

"Beautiful sport—beautiful," he was saying rapturously, "sixty birds in two hours and only missed two shots!"

Dropping his paper, George rushed across the room, and grasped him warmly by the hands. "Allow me to congratulate you, sir," he said, "I am a professional myself."

"Professional sportsman?"

"No; professional liar."

Mr. Wright was so much pleased with the success of his trip, that next year he is going to invite all his friends to Africa to hunt tigers.



(To be continued.)

SMITH & GRAY, the Brooklyn clothiers, are sending out a really handsome clothes brush by way of advertising their business. The Editor of ART IN ADVERTISING, being the recipient of one of these favors, regrets very much that she cannot extend her personal patronage to the house of Smith & Gray, Brooklyn.

THE WRONG SHOP.

CUSTOMER: "I want to get an ancient history."

NEW CLERK: "We don't keep anything here but new goods, Miss. You might inquire in a second-hand store."

> 80 Fifth Avenue, New York, Dec. 10, 1892.

Editor ART IN ADVERTISING, Dear Sir:

myself ever since.

Noting your kind reference to the Century's recent lithographed posters and your regret at the modesty of the printer in not placing his imprint thereon, I beg to say that I was the author of their being and that the failure to have it so indicated was an oversight for which I have been kicking

Truly yours, H. C. BROWN.



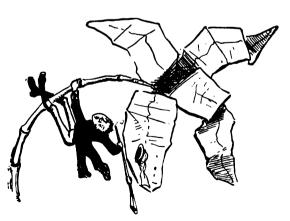
ART IN ADVERTISING'S

Breat Combination Clubbing List!!

In addition to the magazines mentioned below each subscriber will also receive our unparalleled premium:

A YARD OF ROPE!

THE LIST				THEIR PRICE	OUR PRICE
Carter's Magazine and "A. in A." -	-	-	-	\$ 6.00	\$16.00
Christian Onion and "A. in A." -	-	-	-	4.00	12.00
Ladies' Home Gossip and "A. in A."		-	-	6.00	26.00
Printers' Mud and "A. in A." -	-	-	-	5.00	15.00
Book and News Dealer and "A. in A."	-	-	-	3.00	12.00
Publishers' Feakly and "A. in A." -	-	-	-	5.00	15.00



A TROPICAL CLIME.



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BEFORE AND AFTER.

SNAP SHOTS BY THE OFFICE HAWK-EYE.*



A FRIEND IN NEED.

JACK (in tones of despair): "Look here, George! Miss Tomkins has sent me this necktie for a birthday present. What shall I do about it? I can't wear the thing."

GEORGE: "Oh, yes, you can. Tell the fellows you're wearing it to settle an election wager and they'll admire your pluck."



The north wind doth blow
And we shall have snow,
And what will poor Bobby do then?
Poor thing!
He'll borrow a spade

And work at his trade
And fill himself brimful of gin.

Poor gin!

A GOOD SIZE.

HE: "Will you accept my heart and hand, Miss Emily?"

SHE: "Yes, George; if your heart is the size of your hand I think it will be a pretty safe investment."

*The Kodak wouldn't give up.

NOT SO FUNNY AFTER ALL.

MR. SMARTIE (looking over her collection of photographs): "Who is this guy with the homemade necktie?"

SHE (sweetly): "That's my youngest brother; he's away at college just now." (And then as he couldn't think of anything else funny to say, Mr. Smartie brought his call to a speedy close.)

Rock a bye baby, in the top flat, Along toward morning we know where you're at;

When the dawn breaks and we're longing to snore, Down comes your ear-splitting

voice through the floor.



NOT IN IT.

JUDGE: "Were you in the vicinity when this fight occurred?"

WITNESS: "Naw, Yer Honor, I was right in the saloon where it tuk place."

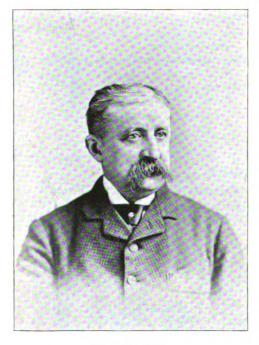
E. L. Sylvester.





A NEW CIGARETTE.

"This space awaits the arrival of The Admiral" is a sign which has greeted the eyes of New Yorkers at the elevated stations for some time past. The Admiral proves to be a new cigarette put out by the National Cigarette & Tobacco Company of New York, of which Mr. C. G. Clark is the advertising manager.



MR. C. G. CLARK.

For many years Mr. Clark handled the advertising of the famous Richmond Gem Straight Cuts, and the value of his work can best be measured by the popularity of this cigarette. I remember once in San Francisco when he ordered up an immense sign of the old Virginian's face, which was the trade mark of the brand, and the wonderful impression it made; solely, I presume, from its awful size. It literally dominated the

whole city, and the stimulating effects on the sale of Straight Cuts has not been equalled to this day.

In the new brand Mr. Clark has shown great good sense in selecting a name that is easily advertised—a very important point, by the way, and one which will bear careful consideration by other advertisers who are contemplating the introduction of new goods of any sort. What the plain people want is something with which they are familiar. Life is too brief to study out the meaning of a title or a trade-mark; they can't be made too plain. In addition to the name they also carry the head of the great American bird of freedom as a trade-mark. evidently spoiling for a fight, and if the noble bird will kindly excuse the familiarity I will venture to say that it looks real swagger.

Mr. Clark is a veteran in cigarette advertising, having been almost, if not the first to demonstrate the value of advertising in this particular line. The new concern is well heeled and will knock a hole in the Trust if they can. It is composed of Mr. Frank McCoy, President, Mr. Sigmund Rosenwald, Vice-President, Mr. Emil Seidenberg, Secretary and Treasurer, and Mr. Bernhard Baron, Managing Director; a quartette of men who bring to the firm an amount of energy, experience and skill that is seldom at the command of a new venture.

A very handsome lithograph of The Admiral has already made its appearance and makes an imposing show. We wish her joy. All the boys on the East side are already captivated by her dazzling shape, and the heart of the cigarette fiend is palpitating with the prospect of testing a new brand. The posters showing Admiral Farragut are decidedly attractive and will doubtless do good work.

MEN WE HAVE NEVER MET.

Mr. Max Jägerhuber, advertising manager of the *Dry Goods Economist*, is a very pleasant man to meet, and if you manage to pronounce his name correctly on meeting him for the first time you are sure to get into his good graces.



MR. MAX JAGERHUBER.

Mr. Jägerhuber's success as an advertising manager is phenomenal. I started to count the advertising pages in a recent number of the "Economist," but gave it up. Like Alexander of old, he is looking for new worlds to conquer. He will go abroad soon we understand and will no doubt bring his trunk full of foreign business.

* * *

Mr. W. W. Zeisloff, formerly advertising manager of the *American Farmer*, of Springfield, Ohio, will now have his hands full taking care of the advertising end of

the American Farm News-American Farmer combination, published at Springfield under the title of American Farmer and Farm News, with a circulation of between 130,000 and 150,000.

* * *

To advertise the sale of tombstones or monuments seems to me a very delicate undertaking, but C. B. Canfield, of the New England Monument Company, has, I think, gotten over the difficulties in his recent publication, *About Memorials*. The subject is handled well throughout, and the illustrations (especially the cover design) are artistically executed.

POOR GEORGIE! THE GREEN-EYED MONSTER'S GOT HIM.

From Printers' Ink.

Many of the periodicals placed for sale are put out month after month, and the majority of them returned to their publishers, although some of them are advertised by means of posters. There are, as instances, College Fraternity, The University Magazine, ART IN ADVERTISING.



CHOLERA INFANTUM.

This most common cause of desta among young children is rightly dreaded by all mothers. Save this is once by using WRIGHT'S IMPORTED FLACERERRY CORDIAL. 50 cents a bottle, at Druggists'. Trade supplied by MUTH, BRO. & CQ.

IS IT ANY WORSE THAN THIS.



OF INTEREST TO MR. PATRICK FARRELLY AND OTHERS.

STATE of affairs exist on the news-stands in this country that ought to enable Mr. Comstock to earn a large salary if he works on commission.

The evil is not so apparent on the stands in New York and in large cities where the trade is largely local. But in hotels

and at railroad stations and on the trains, the class of literature provided for the traveller is mortifying to say the least. Should you in a hapless moment run over the books in a careless, undecided manner, the smart young man behind the counter "sizes you up" in a way calculated to make you wish you could buy a new face. We blush to write it, but our own appearance is always a signal for the attendant to duck behind the counter and reappear with the choicest collection of swill literature that ever disgraced a press. With a half-apologetic explanation that he dassent keep them on the counter, he proceeds to dilate on their wonderful selling qualities. The ordinary man would be embarrassed when confronted with a disgusted and irate customer under such circumstances, but your newsboy is a different bird; all I ever heard him remark was, "Hully Gee! dat's de seckon freak I've struck dis mornin'!"

A similar state of affairs prevailed in England prior to the advent of W. H. Smith & Sons, who now control all the bookstalls throughout the Kingdom. There is the same howl over there about monopoly as we have here. Yet the first thing the Messrs. Smith did was to clean the stands at one sweep of all the swill literature that had

hitherto formed the staple business. Ruin was of course predicted. It is a funny thing that many persons—persons whose own tastes led them to abhor such stuff-were not found wanting who agreed in this verdict. Mr. W. H. Smith, like our own Roswell Smith, had an abiding faith in the saving common sense of the people, and he triumphed. Trade fell off at the beginning naturally; but soon the new class of trade took place of the old, and instead of "Lustful Love," "Stolen Sweets," and filth of that sort, a demand sprung up for good clean, healthful literature; and the demand not only became permanent but has since constantly increased. Cheap editions of popular novels soon appeared and every department of good literature began to feel the stimulus of the new market. In every way trade was benefited, and last but not least, it was again clearly demonstrated that men and women as a whole are not depraved creatures and that even on a railroad journey one prefers the company of clean minds and noble thoughts. To assume that the people of this country are less refined in their tastes is simply an impudence.

None of us are in business exclusively for our health, and in taking this stand for decency in railway literature we are talking for bigger business, bigger money and bigger everything. The good things in life, hang it all, are out of sight compared to the bad—and this is especially true of literature.

In this connection we might add, that our esteemed contemporaries who speak for the newsdealer ought not to prostitute so much good advertising space to the announcement of books so totally depraved that the fatal asterisk, which denotes their exclusion from the mail, invariably accompanies them. Other publishers have occasionally something to say to the men who handle their

wares, but they dread such company. By and by, when ART IN ADVERTISING has become recognized as the organ of communication between the publisher and newsdealer, the lack of this channel will not be so painfully apparent. In the meantime these publications ought to make an effort to have the decent publisher feel a little less like kicking himself every time he advertises in their mediums.

Dec. 26, 1892.

EDITOR OF ART IN ADVERTISING:

I notice your criticism of an ad, which had a short run, in which the head-line "Lead, Kindly Light" was used, and I even quite agree with you.

There was certainly no intention of using this quotation flippantly or specially to attract marked attention. It came to my mind one day when reading an extract from a political speech of the redoubtable and wonderful Senator Hill, who had appropriated the quotation to emphasize his own position; and it occurred to me that its application to a good lamp was much more pertinent and appropriate than to the devious ways of machine politics.

It did not occur to me that its use was objectionable. It was, however, for my attention was at once called to it in a very kindly way by a friend, and it was promptly dropped before it had appeared half a dozen times.

Let me now good-naturedly give you a Roland for your Oliver: Where did you get that lamp which disfigures the otherwise artistic front page of your Christmas number? No wonder the damsel in the yellow gown looks at it!

Rather than she and I should have received such a shock I would have given you a brand new "Rochester." Gee whiz! the jug must have been dug up from some plebeian's back-yard in Pompeii, and the shade "swiped" from a Hester street Hebrew peddler!

I repeat it, artistic friend, where did you get that lamp?

Respectfully, but under stress,

J. F. PLACE.

Mr. Place can relieve his outraged feelings by sending a "Rochester" to this office with the compliments of the season, and we will do our best to make it right with the girl on the cover.



TO "HOTE."

By the Poet Lariat.



In far Colorado's canvons He had lauded Liver Pills. He had painted praise of Hairine Through Dakota's wild Black Hills. He had marred the lovely Hudson With unsightly signs on rocks, Great letters on the Palisades That said, "Wear Blackfast Socks." 'Mid the sand storms of Sahara He had scarred the silent sphinx So the children of the desert Might know of Blackley's Inks. From the waste lands near the Neva To the Ganges turbid flood, He painted "Hundred Doses" In letters red as blood. From the coral strands of Hayti To the cape head of Good Hope, He told in lavish colors Of the wonders of Bear's Soap. Oh, he painted all creation From the Andes' snow clad tops To the big barns through Ohio And the tomb of great Cheops-But he struck a snag in Brooklyn And the police called him down, 'Twas "thirty dollars-thirty days!" When he tried to paint the town.





"Step Lively, Please!"

Is there any medium that affords anything like the circulation guaranteed by the street cars? Take the Third Avenue Line in New York for instance—more than 3,000,000 passengers are carried by that line alone every month. The same thing is true of every other large city.

Our system ensures honest service to the advertiser. Our agents are located in every city, and every patron is entitled to careful attention and gets it; our men are on the ground all the time to see that his contract is carried out to the letter.

Over 120 miles of space and over 6,000 "Full-Time" Cars. The various street car companies prefer our business, knowing they will be paid for their service.

Write to us for further particulars.

Carleton & Kissam, Boston, New York,

♣ CHICAGO, ST. PAUL, PITTSBURGH, CINCINNATI, MINNEAPOLIS, ♣ BUFFALO, ROCHESTER, NEWARK, PROVIDENCE, COLUMBUS, DULUTH.

ADDRESS HOME OFFICES,

50 Bromfield Street, BOSTON, or 198 & 199 Times Building, NEW YORK.

The Mayflower







Is A LADIES' MAGAZINE.
A PAYING MEDIUM, therefore,
A GOOD THING.

Has An enormous circulation, An increasing subscription list space for sale.

Wants

BUSINESS,

DESIRABLE BUSINESS,

ONLY DESIRABLE BUSINESS.

For rates address

JOS. J. DELONG, Manager, 89 Tribune Building, N. Y.

Four Years' Record.

AVERAGE PER DAY FOR THE FOL- LOWING YEARS:				NUMBER OF COLUMNS PRINTED IN THE FOLLOWING YEARS.			
1890	•	-	18,849	1890	-	-	6,625
1891	-	-	20,896	1891	•	-	7,132
1892	-	-	22,086	1892	•	-	7,937

The Evening Post contained during the year 1892, 375,200 agate lines more of advertising than any other New York Evening paper.

The Evening Post,

206-210 Broadway,

NEW YORK.

WE invite subscriptions for 1893. About March 1st, "List of Advertisers," now undergoing revision, will be completed. It will be sent to all subscribers, in pamphlet form, without extra charge, till Feb. 1st; after that date \$2.00 will be the price.

Our **Type Book and Binder** (especially the latter) fill a long-felt want among careful advertisers. Price, 25 and 60 cents, respectively.

Some notable contributions will soon appear. Particular attention will be paid to the work of today, and leading advertisements will be compared and criticised.

Some interesting Tables of Circulation will soon appear, compiled by our old friends the newsdealer.

Special rates will be made to publishers who may order subscriptions sent to their customers.

No advertising desired except on a cash basis. Subscriptions the same. The price for the latter is \$1.00 per year or 25 cents for three months.

ART IN ADVERTISING has the largest paid up cash subscription list with the possible exception of one. It does a larger cash advertising business than all the others combined.

We earnestly request your subscription.

ART IN ADVERTISING CO., 80 Fifth Ave., N. Y. City.

WINTER AND SPRING TOURS

VIA

THE PENNSYLVANIA RAILROAD.

WASHINGTON,

OLD POINT COMFORT,

FORTRESS MONROE,

ST. AUGUSTINE,

MEXICO.

CALIFORNIA.

AND ALL POINTS SOUTH.

Send for detailed information in books to

PASSENGER DEPARTMENT.

PENNSYLVANIA R.R. Co.,

PHILADELPHIA, PA. •

CIRCULATION PROVED BY P. O. RECEIPTS.

The American Farmer & Farm News.

PUBLISHED MONTHLY.
SPRINGFIELD, OHIO.

150,000 Copies Each Issue.

CONSOLIDATION OF

American Farmer, Springsteld, Obio. American Farm Hews, Akron, Obio. Farmer's Record, Muncie, Ind. Farmer's Magazine, Parkesburg, Pa.

ADVERTISING RATES ON APPLICATION.

W. W. ZEISLOFT, Manager Advertising Department.
THOMAS H. CHILD, Special Eastern Representative,
193 TIMES BUILDING, NEW YORK.

A PRIZE OF \$25.00.

We offer this amount for the best design suitable for advertising our celebrated

Old Kentucky Whiskies.*

The design must be adapted for reproduction in black and white or in colors, and will be used as a show card or poster. The size is immaterial—what we want is an idea—a good striking design that will catch the eye and cause the beholder to remember the name of our brand.

We will also pay \$5.00 each for any design which we may keep that does not secure the prize. All others will be returned, if so requested, and stamps are enclosed for that purpose.

The celebrated I. W. Harper Nelson Co. Kentucky Whiskey is our leading brand,

BERNHEIM BROS..

135-137 W. Main St.,

Louisville, Ky.





TF a paper is not read by people intelligent enough to appreciate the merits of your goods and who can also afford to pay for them, money spent in advertising will be thrown away. Ask about Kate Field's Washington, Washington, D. C.

Dodd's Advertising Agency. Boston,

Send for Estimate.

World

Buil'g

N.Y.

lity.

RELIABLE DEALING. CAREFUL SERVICE.

LOW ESTIMATES.

NDENOMINATIONAL NION COSPEL NEWS.

PAID WEEKLY CIRCULATION. 142.700.

GUARANTEED, TOO!

О. В. Вооти, Eastern Representative, Room 2, 79 Nassau St., New York.

THE GOSPEL NEWS CO.,

CLEVELAND. Оню.

IF YOU USE PREMIUMS

OR SELL GOODS BY MAIL.

and do not handle our goods, you miss some of the best MONEY-MAKERS. Íllustrated Cat. Free.

W. N. SWETT & CO..

Publishers and Manufact'rs, 28 Reade St., NEW YORK.

ADVERTISING IN ENGLAND, EUROPEAN CONTINENT, ETC.

ADVERTISING AGENCY, L'T'D. Capital \$250,000. Henry Sell, Manager (Editor and Founder of "Sell's World's Press").

Full particulars regarding British or European Advertising, sample papers, rates, etc., at the London Office, 167-168 Fleet Street, or at

NEW YORK OFFICE, 21 Park Row, Ground Floor.

ADVERTISERS.

I make a Record that will serve you daily. It will enable you to know the exact condition of your advertising. It detects errors, omissions, wrong insertions, etc. It will pay for itself many times a month.

By express, prepaid, only \$3.00.

H. H. CHARLES, QUINCY, ILL.

GUNNING CO., y ADVERTISERS, Gunning Building. estimates I for Write

THE MAGAZINE OF CHRISTIAN LITERATURE No Keligious List is Complete An Independent Inter-denominational Monthly.

CHRISTIAN LITERATURE CO. CLINTON HALL, ASTOR PLACE, NEW YORK. Write for Rates and Specimen Copy.

F your announcement is in THE TOURIST, it will come before people who have money enough to go where they THE TOURIST, please and buy what they want. Utica, N. Y.



For 1893.

The best bicycle calendar issued. Mailed for six stamps.

OVERMAN WHEEL CO.

WASHINGTON.

DENVER.

A. C. SPALDING & BROS.

CHICAGO. NEW YORK. PHILADELPHIA.

WHEN IN DOUBT USE SCRIBNER'S

SEEDSMEN

HAVE FOUND

NEW YORK LEDGER

an eminently satisfactory medium for their advertising. It was used largely last year, and those using it have largely increased their space to be used this season.

Advertisers

who have tried both, say street cars pay them better than newspapers.

I buy street car space at wholesale everywhere; sell it to you at less than retail; sell you what is best for your business; can have no reason for doing otherwise.

You will find mine the best way if you tried it.

M. WINEBURGH, Times B'ld'g, New York

Price \$2

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Do You Advertise?

Every live business man nowadays does, or is thinking about it.

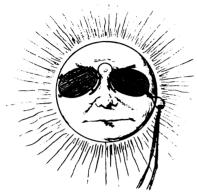
GEO. P. ROWELL & CO.,
PUBLISHERS,
10 SPRUCE STREET,
NEW YORK.



T is an art to construct advertisements which attract readers. This paper is devoted to that art. It gives the advertiser in any line of business articles on the subject written by the best experts. No other paper in the world does it so thoroughly, and no other paper is so useful to the enterprising advertiser.

One-sixth of all Country Readers of United States reached weekly

Catalogue upon application, 134 Leonard St. New York.



"None are so biind as those who won't see!"

TELL your advertising manager to investigate the merits of American Gardening: the \$3 magazine at \$1. Over 800 pages, 900 choice illustrations yearly. Established 1846. Has a larger circulation than all other legitimate gardening periodicals combined. Its readers are cultured folk; same class as those of Contury and Harper's.

THE RURAL PUB. Co., Times B'ld'g, New York.

ATLANTIC COAST LISTS, 1450 PAPERS.

Why Is It?--That FARM=POULTRY

HAS A CIRCULATION OF OVER 25,000 MONTHLY?

Why secure more *permanent* business every succeeding issue? Why have old experienced advertisers continued in it since it was founded?

ANSWER:—It pays advertisers; it will pay anyone who wishes to reach families in the suburbs of large towns, villages, and live farmers who have money and spend it for reliable goods. No others need apply. Over one half of our readers are women; heads of families.

FOR SAMPLE COPY AND RATES, ADDRESS

I. S. JOHNSON & CO., 22 Custom House St., Boston, Mass.



8vo, fully illustrated, \$1.00.

Broadway—by Richard Harding Davis. Piccadilly—by Andrew Lang. The Boulevards—by Francisque Sarcey. Unter den Linden—by Paul Lindau. The Corso of Rome—by W.W. Story. The Grand Canal—by Herry James. The Nevsky Prospekt—by Isabel F. Hardood. "A beautiful volume. The plan of the work is a

"A beautiful volume. The plan of the work is a good one and the execution complete: each street, representing the life of a great capital, having been described by one thoroughly familiar with its characteristics, and each has been brightly illustrated by a characteristic native artist. The result is most interesting and satisfactory."—Philadelphia Times.

For sale by all Booksellers, or will be sent by mail, post-paid, upon receipt of price, by

CHARLES SCRIBNER'S SONS, 743-745 Broadway, New York City.

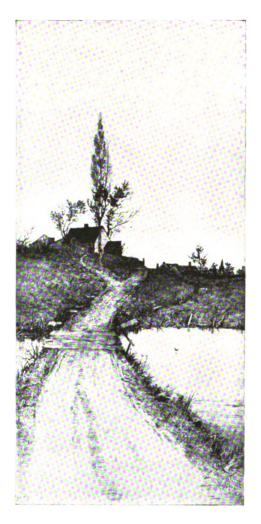


Photo-Engraving





HALF-TONE AND LINE WORK ESPECIALLY. . . BUILDINGS, REPRODUCTIONS, GOODS, CATALOGUE WORK, ETC., ETC.



H. C. BROWN,

80 FIFTH AVENUE,

NEW YORK.

Send for Specimen Book.

On Friday, Dec. 15, 1892, over \$267.00 in cash subscriptions to

ARTHUR'S HOME MAGAZINE

were received and counted in the presence of a representative of ART IN ADVERTISING. This was only one mail. The average receipts are over \$300.00 per diem and their circulation is now close upon

100,000 Copies per Month

No such showing can be made by any other magazine within a like period.

For rates, sample copies, etc., address,

FRANK E. MORRISON, 500 Temple Court, N. Y., or

ARTHUR'S HOME MAGAZINE

- PHILADELPHIA, PA. -

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NOTICE TO TRADE.

Harper's Periodicals.

WE take pleasure in notifying the trade that we are placing "on sale" with dealers a limited number of each of our periodicals:

"Harper's Magazine,"

"Harper's Weekly,"

"Harper's Bazar," and "Harper's Young People,"

with the privilege of returning unsold copies of those sent "on sale" on the following conditions:

- Copies sent "on sale" are to be in addition to regular orders.
- Returns to be made to us at least once every for days at the customer's expense.
- 3. Bills must be sent by mail when periodicals are returned. After the periodicals are received and examined the proper amount will be credited against the purchases of the month in which they are received by us.

For this return privilege apply to the American News Company, or one of its branches, or to

HARPER & BROTHERS,

Franklin Square, New York, N.Y.



New Year Comforters.

- 1 Comfort's Guaranteed circulation is Twelve Hundred Thousand copies every issue—larger than that of any other publication in America.
- 2 Comfort's Pressroom, paper mill accounts, and post office receipts are open to public inspection. The only secret about Comfort is its success and that's an open secret.
- 3 Comfort is the only paper of its kind in this or any other country. It is the Household God of the mighty middle classes. It costs but 25 cents a year and its success is the marvel of the age.
- 4 Comfort's "Nutshell Story Club" (copyrighted) furnishes the best and most thrilling original stories that brains can produce or money can buy. They form one of its popular prize features.
- Comfort's "Busy Bee Budget" (copyrighted) contains the best common-sense suggestions for Home-makers and comfort seekers. Thousands of clever women contribute to this department.
- 6 Comfort's "Kitchen Chats" (copyrighted) convey in simple, nutshell form such happy hints on "How to live" as every sister, sweetheart, and mother is glad to receive.
- 7 Comfort's "What Women Wear and How to Make It" Department (copyrighted) gives that practical, profitable information about dress which every woman wants. Its clever illustrations form a special feature.
- 8 Comfort's "Aunt Minerva Chats" (copyrighted) present prize monogram chats from every section and State of the Union. Over twenty-three thousand men and women have contributed to these chats.
- 9 Comfort's "Kinsabby Comicalities" (copyrighted) are calculated to excite the risibles of all who don't mind viewing the world through comic spectacles.
- 10 Comfort's "Children's Circle" (copyrighted) carries tidings of comfort and joy to the little folks. The Circle makes good children better and cures many cases of spoiled child.
- 11 Comfort's Circulation will reach the Two Million mark during 1893 (over 2000 new paid-up subscribers are now being received daily), and another \$40,000 press is under way to meet demands.
- 12 Comfort's rates will be increased in 1893 and advertisers who are fond of the good things of life will save money by contracting NOW.

THE CAXTON PRESS, 171, 173 MACDOUGAL ST., NEW YORK

Space of responsible agents, or of the THE GANNETT & MORSE CONCERN, Publishers, Augusta, Maine. Boston Office, 228 Devonshire Street. New York Office, Tribune Building.

In '92 I Plugged for You, In '93 You Plug for Me.

JOIN IN THE PROCESSION FOR YEAR OF '93.

JOIN "HOTES" Expedition of WORLD'S FAIR ADVERTISING.

"HOTES" Advg. Signs

Brush Advertising All the Way

NEW YORK TO CHICAGO

AND BEYOND.

ALONG THE 4 GREAT TRUNK LINES OF RAILWAY ROUTES OF THE

New York Central and West Shore, connecting with the Lake Shore and Michigan Central Railways. New York, Lake Erie & Western, connecting with the Chicago & Atlantic, and Grand Trunk Railways. Pennsylvania System, connecting with the Pittsburg, Fort Wayne and Chicago Railways. Reading System, connecting with the Baltimore and Ohio Railways.

"HOTES" Bulletin, Wall, Barn and Fence Advertising Signs

lead Excursionists from the scaboard right up to the Columbian Exposition gates, a thousand miles of panoramic views, interspersed with Hotes Advg. Signs.

"HOTES" 200 EXPERT SIGN ARTISTS AND ROUTE COURIERS AWAIT YOUR PLEASURE AND PAINT YOUR NAME UP?

ESTIMATES FURNISHED. A GOOD FIELD, A WIDE FIELD, AND LOW PRICES.

"HOTES" BRUSH ADVERTISING, . . . NATIONAL ADVG. SERVICE,

C. S. HOUGHTALING, 3 Park Place,

34 Murray Street. NEW YORK.

CONTRACTOR.

74 & 76 Madison St., CHICAGO.

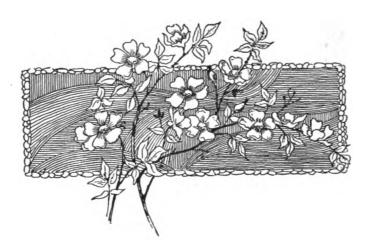
Art in Advertising

FOR

FEBRUARY



Price 10 cents. \$1.00 a Year



HIS Agency is prepared to furnish Advertisers with every facility for the proper presentation of their business before the public. It includes a corps of experienced writers, a staff of capable artists, and a department of engraving. Customers, therefore, are saved the time and trouble of dealing with each of these branches separately.

We aim to provide our clients with satisfactory service. For many years the entire business of the Plymouth Rock Pants Co. has been in our hands and we refer to them for further endorsement. We desire, especially, correspondence from merchants who are anxious to increase their business and who have never yet done any advertising. In staple articles competition is keen, but careful advertising can readily popularize any article that has real merit in it.

It will cost you nothing to learn something about this valuable modern business adjunct and all letters will receive prompt attention.

H. B. HUMPHREY, ADVERTISING AGENCY, 328 Washington Street, Boston, Mass.



A HOME CUT.

With abject apologies to James Whitcomb Riley.

Johnny's mother cuts his hair Such a funny way,
Ist as if she didn't care
What the boys 'ld say.
Takes her very biggest shears,
'N ist whacks an' whacks,
Looks ezackly, 'hind his ears,
Zif she used a ax.
'N she always cuts a lot
O' places awful thin;

An' wunst she left a funny spot,
So's we saw the skin.
An' jaggy places ev'rywhere,
'Zackly like a mop;
An' nen a bunch o' scraggly hair
Stickin' up on top.
Tell you! its a funny way!
Johnny he gets mad:
Sez he'll lick us all some day,
Worst we ever had.

E. L. S.



NOTES FROM TROLLEYVILLE.

MARK ANTONY.



THERE comes to my mind, as I write, a picture of a city that stood on Seven Hills. It was the centre of all culture and learning; her armies coerced tribute from all the neighboring lands and her majestic fleets were absolute on the

high seas. Yet Rome in all her splendor had not one-tenth the cockiness of even one poor Boston herdic. Marc Antony, dallying with the "Serpent of the Nile," is not watched for and waited for as eagerly as the coming of the New England White Train, and when

it rolls into the depot, bearing its precious burden of New York humanity, Boston breathes easier and all the world is at peace. Only the man who has missed his supper is out of sorts; yet as there has been no perfect day since Eve ate the apple in Eden, so also must some poor wretch go hungry when he is the hundredth man in a dining car

that will accommodate but ninety-andnine.

My travelling companion was Mr. E. P. Cone, the accomplished manager of the New York Ledger. We spoke of the general outlook, with which he appeared satisfied. He reports business much in excess of a corresponding period last year, and was confident of a satisfactory general result. Mr. Barber, of Dodd's Agency,—genial, smiling, good natured Barber, was on deck with a box of rose-colored paints, with which he bedecked the prospects everywhere. Barber has a disposition worth more than a gold mine. H. B. Humphrey, with that pensive, far-away

look in his young gazelle eyes, was still tugging at his moustache when I left him, though he had nothing to complain of. Mr. Davis, his right hand man, bright and chipper as ever, was looking well and feeling well. Mr. Burdette, immersed in a pile of correspondence a foot deep, slowly extricated himself and took time enough to explain that the sudden rush of business to the Golden Rule's columns had temporarily buried him. With becoming modesty he kept his own share of the success in the background. Mr. Burdette seems to fill the niche to perfection. Mr. Wetherald, of Pettingill, is as cheerful as ever. He is always on the look-out

for new ideas interesting to the Pinkhams.

At the Youths' Companion office, Mr. Hitchcock and Mr. Mendell were up to their eyes in business. Mr. Pratt is again doing his best to overwork himself and the problem of making his hours from 10 to 3 is as hard of solution as ever. He is looking better than before his break-

down and seems as good as new. Mr. Wilson has been selling a few covers of late and has an air of mystery about him regarding plans for future numbers. He seems, however, to know where he is at.

Mr. White, of the Potter Drug and Chemical Co., has recently made some big

money out of dirt. To him that hath, shall be given. I think if the boys were to talk up a rheumatic ring he has, they would be able to work him for a few hundred thousand.





Among the out-of-town men whom I encountered were Mr. Chas. H. Fuller, from Chicago, and Mr. Lovejoy, from Augusta. Mr. Gannett, of *Comfort*, was seen for a moment, en route to the West on special business. Mr. Umbstaetter, his Boston manager, was rusticating in Bermuda, but was expected back soon. Only Mr. Reynolds was at the office, which is handsomely fitted up with arrows, spears, boomerangs, and other interesting decorations secured by Mr. Umbstaetter while in India and Australia.

Mr. Fowler was busy correcting the final proof sheets of his forthcoming book on Ad-

vertising. It is likely to enjoy considerable popularity. Paul Tarbel, whose wonderful production, Publicity, has had an erratic career, was found at his desk busily engaged with a volume of correspondence regarding Koal Spar. C. F. David is having rather a hard time with his paper, which is the laughing stock of the

town. Otherwise Mr. David is doing quite well. Anent these two babies a leading publisher remarked pathetically, that the real reason of their existence was simply to furnish ocular demonstration of Boston's claim to be still the literary centre of the country.

Mr. Louis Barta, the well-known printer, is showing some splendid specimens of recent work. Mr. H. G. Collins, who is one of the hardest working men in this or any other country, is meeting with marvellous success. Mr. Chas. Brewster, who is visiting the Boston printers in the interest of Geo.

Mather's Sons, reports the ink business in good shape. Mr. Brewster is well known in New York, where his visits to the advertiser in the interest of his old firm are still remembered.

Mr. Connelly's stand in the Adams House reports wonderfully increased sales in ART IN ADVERTISING. (Printers' Ink please copy. No flowers.) The same story is heard elsewhere. He was bubbling over with enthusiasm regarding its future. At the Boston and Albany depot stand, Mr. George W. Armstrong, a young man with a large and imposing moustache gave me some very encoura-

ging reports regarding the sale of every other paper but our own. He thinks that a few months will tell a difference. He is a good man to know, for his acquaintance and experience with this department of the publishing business made him a deeply interesting conversationalist.

Mr. Patterson, of Pope Manfg. Co., is

FREUERT

BEARING ITS PRECIOUS BURDEN OF NEW YORKERS.

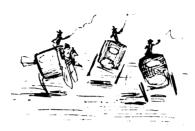
out West. Mr. Gibson is back at the store for a few days but will probably be down to Cape Cod fishin' for eels through a hole in the ice. He does occasionally give up enough time to buy a few inches of space for Ivers & Pond. Mr. Handel Pond was also en evidence for a few minutes, and says that there never will be any such pianos made again as those a certain firm is making whose name modesty forbids him to mention.

Mr. A. E. Sproul, whose capable work for John H. Prays Sons has earned him many complimentary allusions, was up to his ears in business. Mr. Sproul is a courteous young man whom it is a pleasure to meet. Mr. Deland continues to handle the Paine Furniture and the Cottrell business and appeared to be in good spirits as I passed him on Milk Street.

The Herald and Globe contained advertisements referring to the January number

of ART IN ADVERTISING, but as they don't think much of us as a medium, we can retaliate by saying that we don't think much of them either. There were no results. Next time we want to advertise in Boston, we will do as the Boston papers do, and send circulars instead.

OLIVER WENDELL HOMESTRETCH.



THE BOSTON HERDIC AS SHE IS DROVE

NOTES.

How is it possible to keep an account of the subscribers of a paper of several hundred thousand circulation?

The Youth's Companion arranges everything by post-offices. A name without the address cannot be found on their books.

The Ladies' Home Journat and Ladies' World have adopted a patented library-card system. Each subscriber has a card with name at the top, and the address, date, etc. below. The names are filed in perpetual alphabetical order, by surname first, then initials. The cards are kept in drawers properly labeled.

One of the best systems for keeping account of advertisements is a similar "card system." Each contract is on a card say 5x8 inches. The heading shows the state, town, and name of paper.

Following are the particulars of contract and little spaces for a year or more's checking. By this system the contracts for a state or city or paper can always be kept together, no matter when made or for what advertisements. The cards are always in alphabetical order.

ENGLISH as she is wrote.

To cure that cold and cure it *sure*, You need but take one night cough cure.

BE curious. Drop me a postal card. I want to tell you how well and *cheap* you can have your linen laundried.

Achilles Laundry.

For five or ten years or more the Rock Island Railroad has made frequent and touching reference in its advertisements to "A man about to start on a journey." The poor man must have started, for his picture is no longer seen. Instead appear some very respectable announcements, which stir even in us a determination to go there ourselves some day and see what California & Co. are like.





FRANK A. MUNSEY, the latest aspirant for magazine fame, is a young man of about three and thirty and originally came from the Pine Tree State. The wonderful success of the late E. C. Allen, of Augusta, his native town, fired his youthful ambition and as soon as he was out of the nursery he commenced planning for the future. The Argosy was but a stripling ere it began to yield a modest fortune every year.

The magazine field, however, is a peculiarly difficult one at present. I venture to say that the successful establishment of such a business will demand the investment of from three hundred to five hundred thousand dollars. That Munsey's magazine is able to work along quietly and on its own lines, every month showing a slight gain, ought to be highly satisfactory, and probably is to every one but F. A. himself. Anything short of a million a month will keep him in a state of perpetual disgust. There's no satisfying some people.

The newspapers, from time to time, contain so much about Mrs. Frank Leslie that the story of her life has become almost a classic, and the influence of it has doubtless been far more potent than we imagine.

Foremost among the women whom I know to have been emboldened by her splendid example is Miss Florence Allen, of Augusta, Maine, the sister of the late famous publisher, E. C. Allen. Without a moment's preparation, without a second's warning, Miss Allen was suddenly confronted with the tremendous responsibilities of a gigantic business and the management of a vast estate. situation was sufficient to demand all the courage, hopefulness and ability of a veteran, but the crisis had to be met, and the knowledge of Mrs. Leslie's career gave her strength to face the ordeal. Her close association with her brother was of inestimable value. Edward Allen did much of his planning and thinking at home, and naturally his sister became his confidant. In the conduct of the business she has, of course, the advantage of this knowledge, and has applied it with increasing success. She has not learned the inestimable value, however, of subdividing the work. Every detail is a matter of personal attention with her and the natural consequence is an amount of labor that is apt to be disastrous in its effect.

She is a bright, capable woman of a somewhat nervous temperament. The business under her management is growing and she seems likely to make a record for herself.

THE golden era for the advertising man has come at last. The same mail brings a nice new one dollar bill attached to a circular from the *Detroit News* headed "There's Money In It," and a check from Mr. Turner, of the *New York Recorder*, for sixteen cents. Mr. Turner's letter reads this way: "I would like to have two minutes of your time, and presuming that the income of the one who receives this letter is at the rate of \$15,000 (?) a year, the two minutes would be worth sixteen cents, and here you are, a genuine check for that sum."

* * *

MESSRS. WANAMAKER & Co., of Philadelphia (not John, but the clothing house), have been running in the street cars a sign a part of which is the figure of an old man in an overcoat which turns color, and tells the weather-pink for fair weather, blue for stormy, etc. This is a first-rate idea. Copied from the Parisian "barometers," but as applied to street cars in this way it is covered by an American copyright. On the same principle there is a little celluloid or rubber pocket piece the size of a half dollar and similar to the World pocket calendar, but having five little papier maché spots, which turn color and foretell the weather on expos-These have been used in quite a number of places in the West, but not yet in the East to any extent.

* * *

THE tired advertiser who fain would seek strength and recuperation in some other form



than he recommends to the rest of mankind, can do nothing better than take a trip to Florida, Old Point Comfort, or the Golden Gate, by the Pennsylvania Railroad. The passenger department has

issued several handsome books that contain all the information regarding routes, cost, time required, etc., etc., and copies can be obtained on request to the passenger agent, Pennsylvania Railroad, Philadelphia, Pa.

* * *

THE Quarterly Illustrator demonstrates the cupidity of the average publisher, and as it costs its proprietor but little, it is to be hoped it will last the length of at least one subscription. It is made up of reprint matter loaned by various concerns, whose courtesy is repaid in the following charming manner:

"You may not be able to afford to buy all the illustrated papers. The QUARTERLY ILLUSTRATOR will furnish you with a representative selection from all the great illustrated periodicals."

The publisher may relish this proposition, but as a rule he is not disposed to cut off his circulations knowingly. It is a great snap for the Quarterly, however, and I wish it well.

* * *

THERE seems to be no limit to the possibilities of advertising, when every now and then a case comes up such as one which was called to my attention last week by the editor of Forest and Stream. I was shown a letter from A. J. Cammeyer, the well-known shoe dealer, in which he said: "I have never advertised in any medium which gave such satisfactory results for such a trifling expense as Forest and Stream." Mr. Cammeyer is well known as a liberal and judicious advertiser, but many men of a more varied advertising experience would hesitate before employing a medium devoted solely to the interests of sportsmen, to enlarge a shoe business. However, this only brings before us the uncertainties of advertising, and what we do not know about it.

* * *

Mr. Hallock covered himself with glory in his new book. It is a marvel of excellent printing and speaks volumes for Kellogg's Lists.



HOW NOT TO SUCCEED.

To the EDITOR:

(I hold that under certain circumstances an editor may be quite justified in addressing a communication to himself. If he feels for instance that the views he is about to express are likely to be permeated by a strong flavor of "personal grievance," and therefore too emphatically or unkindly stated, he should be in a position to say, when called to account for his offenses, "I wasn't talking to you; I was talking to myself. Guess a man's got a right to talk to himself if he wants to, hasn't he?" which settles the matter at once without further controversy.)



THE other day my sanctum was invaded by a pretty girl carrying under her arm the

inevitable portfolio which proclaims the amateur artist. I knew what she wanted, and although I was really too busy to spare the time, consented to look over her sketches

with a view to a possible purchase. The work was of only average merit, but as the girl seemed bright and anxious to succeed as an artist, I said what I could to encourage and help her. (The young woman, by the way, who wishes to become self-supporting, however humble her efforts, is in my opinion deserving of all the sympathy and help we can give her.) But after devoting full half an hour to my caller I was at last obliged to terminate the interview by requesting her to leave the drawings for a day or two until I could examine them more carefully. "Oh certainly," was her reply, "as long as you like; it isn't as if I was obliged to work, you know." And with this bit of reassuring information she took her departure, leaving me with the uncomfortable feeling of having been victimized. I felt that I had been wasting my time on a type of woman that I particularly object to, i.e., the one who considers work, with a view to self-support, degrading.

I think I hear you say that my fair visitor is not a representative working woman. Perhaps not, but she is the raw material from which many self-supporting women are evolved. There are numbers of women, as we all know (though happily they are not the rule), who, being compelled by force of circumstances to earn their own livings, go about it in a shame-faced, apologetic sort of way, that seems to me enough in itself to effectually bar the way to their success.

Of course business is business, and if the editor, or publisher, or manufacturer of neckties, or whatever he may be, can get satisfactory work from the woman who finds it necessary to explain why she works, he will purchase it just as readily as he would from anyone else. But I have my doubts as to whether that woman's work is as satisfactory.

She is handicapped from the start by a feeling of mortification and humiliation that I am very sure will never permit her to score a success in business. And my grievance has not sprung up in a single night, either; nor yet in a forenoon. It has rankled in my soul for many a day. Probably from the time in my guileless youth when I yielded to a weak preference for boarding places that were advertised by "refined widows," or "cultured ladies," who, being "temporarily embarassed" (or for any reason under the sun except that of necessity, or an honest desire to be self-supporting) would accept a limited number of

boarders, with highest references, etc., etc., etc., etc., These establishments were usually second rate in appointments and service, and the "embarassment" of the cultured hostess invariably chronic. Take up a newspaper nowadays and read the advertisements inserted by women who are seeking situations. Notice the explanatory, apologetic, or even haughty attitude assumed in many cases. They don't really want pupils or boarders, they "consent" to take a few.

I have often heard girls who taught music or school take the trouble to explain that "papa didn't want them to," and mamma thought it was "just awful" when I knew all the time that their work was an absolute necessity to them, and papa and mamma perfectly delighted to be relieved of the responsibility of supporting them. Then again, I find that married women who have taught school, or engaged in other wageearning employment in their younger days, are often ashamed to have the fact known. The husband of one such woman inadvertently referring to his wife's teaching days in my presence not long since, was promptly interrupted by the lady herself who anxiously explained that "a public school teacher is reckonized in any society -- you know." This, of course, seems too hopelessly vulgar to be recorded; but, after all, is it any worse than the other instances I have cited? In my opinion any woman or girl who feels humiliated and ashamed because she is compelled to work, or who doesn't quite like to own up that she is making her own living, is essentially commonplace and vulgar in her No noble, broad-minded man or woman could harbor such a thought or feeling for an instant. If they do, they place themselves upon a level with my expublic school teacher, or the slipshod boarding house keeper who reminds you of her distinguished connections and her days of opulence while serving you with a cross section of overdone, sole-leather beefsteak.

I know of a nurse girl who rolls up her apron and tucks it away from view as soon as she is out of sight of the house. Why? Because she thinks it beneath her to be a nurse girl, and she hopes, poor thing, to be mistaken for the mother or some other relation of her young charge.

I once knew another woman, married at the age of twenty-eight or thirty, who bragged of the fact that she had never learned the first thing about housekeeping. She told of how she didn't know any better when starting a fire than to put the coal in first and the paper and wood on top.

Think of a woman living to the age of thirty years without knowing any better than that, and then bragging about it! She seemed to think it was something that redounded greatly to her credit—an indisputable evidence of her refined and ladylike training in girlhood.

However, as I remarked before, this type of woman is not the rule, and she grows beautifully less with each passing year. It is true that a very little of her will go a great way toward exasperating a weary (if philanthropic) editor, but we may take comfort in the fact that some day she will be an extinct species. Also that the great majority of our self-supporting women accept the situation with good sense, good nature and considerable pride in their independence.

E. L. S.

HIS TROUBLE.

GOODFELLO: "What's the trouble, Uncle Mose?" UNCLE Mose: "Sufferin' from de grip, sah."

GOODFELLO: "But that wouldn't make you limp."

UNCLE Mose: "It wuz a bull-dawg's grip, sah!"

BOOMING BOOKS.

By H. C. Brown.



I HAVE read with interest the argument set forth by a recent writer in *Printers'* Ink regarding the sale of books by the same methods used to force the sale of other standard articles.

I have given this particular subject careful thought. First, because with others I have shared the belief that the advertising of books is a lost art.

and secondly, because I would rather advertise books than almost anything else. And I have always contended that a man could do the best work where his heart was with his head. So the various contributions to book advertising have had at least one attentive reader.

I cannot agree with the contributor's suggestion, that a book is susceptible of the same treatment as a soap. My theory is, for instance, that the man whose attention was first drawn to Ben Hur by a poster on the fence crying "Good morning! Have you read Ben Hur?" would be a person entirely incapable of appreciating this beautiful story of the Christ. He would buy it under a misapprehension—not intentional on the part of the advertiser perhaps, but solely because such a ridiculous mode of address could not possibly attract the custom of men and women sufficiently refined to appreciate the book.

Another fatal objection to book booming in my opinion, is the strictly limited demand —I mean the demand from each customer. I do not deny, as Mr. Maher remarked some time ago, that many of the channels through which a book may be sold are largely overlooked. But the scheme of "booming" does not seek specified grooves, but appeals to the wide, wide world; and if Mr. Lampton has had any practical experience he will probably know that such a method is somewhat costly. And for this reason I am convinced that it cannot pay. Every advertiser will tell you that it frequently costs ten dollars to induce the sale of a dollar medicine. Where then is the profit? In the continued sale, of course—a factor wholely missing from the book question. Once the book is sold there is no further revenue from that quar-The purchaser may have derived immense benefit from reading the same, but that does not induce him to lay in a stock for future consumption.

Then again, there is the borrowing habit and the circulating library. Persons unacquainted with the latter phase of the book question will find it difficult to realize its importance. This factor does not exist in the case of a specialty; one cannot borrow his neighbor's soap or his sarsaparilla; but his books he can and does. I have known a whole neighborhood to await the rounds of a favorite volume. Some of our popular novels in the libraries have been read by so many people that I would be ashamed to give the figures. It would also be humiliating to us as a nation if I were to quote the statistics showing the amount spent for patent medicines versus the amount spent for advertised books.

There are three things which an advertiser must have to succeed: He must have a chance to get back his money at least twelve times when he has finally started the sale. With a book this is impossible.

He must have an article that cannot be duplicated. This is true of books; but where no two men can take the same dose of medicine, two thousand, for that matter, can read the same book.

He must also have a possible customer in everyone. The language of aches and pains is universal; but the language of books is a sealed mystery to many.

I think, therefore, the boom theory is not likely to be tried to any great extent. Yet I am writing as one who is still in utter darkness and who is waiting for the light.



Every Saturday is for sale at the drug store and post-office.

Uncle George H. Daniels was in town last week visiting friends on Main Street. He has a nice



position on the railroad and hopes soon to get appointed to one of those new block-signal houses that are being put up all along the line.

Pure fruit flavor soda water at the West Side drug store.

Francis A. Wilson, whose new barn has just had a fresh coat of paint, was in town last week. Come again, Frank.

Mr. George P. Rowell is looking for the postmastership of this town. George is a great boy and would stand the present department on its head. Bully for George!

The N. G. & R. S. T. U. V. R. R. Co. will sell round trip tickets to Omaha for \$11, from June 29. E. D. D. T. F. Jug.

There will be a comic entertainment at the Town Hall on Friday, February 15. The celebrated humorist, Artemus Ward, will repeat his roaring farce entitled "Fame." Go and see it. Greeted with shouts of laughter everywhere. Tickets at the drug store.

Nobby line of new spring neckwear at Cheap Charley's.

Jimmy Mitchell was ten years old last week and gave a large and elegant birthday party. Among those present were Andy Miller, Jimmy Metcalf, Bob Bridges, Charley Gibson, Frankie Attwood, Al Wenzell, Ed Martin, Sammy Van Schaick, Billy de Meza, Mike Woolf, Billy Rogers, Al Brennan, Frankie Bellew, Charley Johnson, Gray Parker.

The boys had a bully good time. Bob Bridges got the birthday ring in the cake and Eddie Martin got it in the neck. Pillow and keys, post-office, ring-a-ring-a-rosy, and other innocent amusements kept the young people up to a late hour. It was a most enjoyable affair and the boys all voted Jimmy a brick.

Soda water at Sexauer's.

Frank Seamen has joined the hook and ladder company. He looks well in his new suit.

Charley Snyder is visiting friends on Main Street. Charles may be the next poet laureate if the lightning can get over that hump.

Our old friend, Lyman D. Morse, who has been working down on Bates' farm as chief of the hired men, has made a new deal. Hereafter he will work the farm on shares.

Oxford ties for gentlemen at Congdon's.

Subscribe for "Art in Advertising," \$1.00 a year. No dead heads.



WHAT WOULD I DO WERE I A PUB-LISHER TO INCREASE THE SALE OF MY PUBLICATION ON THE NEWS-STANDS? (Continued.)

THE following letter from Mr. Schell, of Philadelphia, was specially commended by his fellow townsman, Mr. Cyrus H. K. Curtis. It is worth reading.

If I were a publisher, to increase the sale of my periodical on news-stands, I would adopt a general policy of getting into as close and friendly relations with the entire news trade as possible, though I would sell through the news companies, and not direct to dealers. In spite of the complaint of some dealers regarding news companies, the latter can handle the trade in periodicals to better satisfaction to all parties concerned than the publisher can, on account of the facilities they have for transacting this class of business, delivering matter, making collections, etc. I would, however, make it a point to see that every complaint, such as "insufficient supply," "late delivery," etc., was equitably adjusted, through instructions to the News Company.

I should endeavor to make every dealer feel that I was really working with him, and by so doing create a personal interest in my periodical over that of others who were inclined to merely increase the demand by advertising, etc., and let the details take care of themselves. To do this I would have a man who understood his business go among dealers, inducing those who did not carry my magazine to "try a few copies," and those who sold a few to believe that a little more prominence to it would increase their profits. This I would do more particularly in the large cities, and I would have this man provided with some sort of a tasty hanger or sign, which, with the dealer's permission, he (my man) would put up in a place to attract notice from customers.

Posters undoubtedly attract attention and create sales if they are displayed. I would therefore issue posters, but I would, so far as possible, place through my own employees or else send through the mails, as they would thus stand more chance of being displayed. News companies receive great quantities of such matter, and much of it is necessarily overlooked in a rush of business by careless employees when sent to them in bulk.

Posters cannot be sent in second class matter; therefore small dealers in the country who receive their supplies by mail cannot get posters in the same package. I would, for that reason, send a circular to every newsdealer, large and small (obtained from the N. D. Directory, etc.), outside of the places where large general news companies are located, stating that I issued a poster every month which would assist sales, and that upon request I would mail a copy monthly. Any dealer who would take the trouble to write for this poster would, I am sure, display it after he got it, and I would make it pay among those who did not order by including some circular, letter or other advertising matter, urging dealers to handle my magazine, and possibly offering them commission on any mail subscriptions which came through them from their customers. I should make posters about 11x14, illustrate them boldly so as to attract attention, and not put too much on them-probably two or three prominent features, catchily phrased in such a way as to excite curiosity and interest, though not in a sensational way. In my own city, and in others, if practicable, I would have the posters put up at least in the best sections, by some one in my own employ, thus making sure of dealers getting them displayed. City dealers have quantities of this matter sent to them and get careless about displaying it, particularly if their room is limited. This general plan is more expensive than sending in bulk to news companies, but I am sure it would pay, and I think it is the only way in which it really does pay to issue posters.

Nearly all general advertising I did to benefit stand sales would be in the daily papers, taking one locality or city at a time. This advertising could be done most advantageously by well displayed, though not necessarily large ads., setting forth some one or two features in each ad. and by changing constantly. I would devote what money I could afford to spend in this way to one section for a certain length of time, and then take up another section, rather than distribute the same amount of money over a general territory. A series of good ads., not containing too much matter each, in daily papers, attract attention and interest and immediate results. In each ad. I would set forth the fact that my periodical could be purchased at any news-stand, thus causing a demand among dealers who did not carry. Advertising in periodicals is better for increasing the subscription list than for stand sales, though any advertising must be of benefit to both classes of circulation.

I would do everything in my power to maintain full prices. Large dealers, combination stores, etc., can afford to sell a periodical at almost cost for the trade it brings on other goods, but the result is, I believe, disastrous to total sales. What I would attempt to effect would be, to have everybody carry my periodical, if only three or four copies at first. Cut prices will make large sales by individual large stores, but they keep the great army of small trade from handling such a periodical any more than is absolutely necessary to supply the demand among their customers. A small dealer will invariably urge his customers to buy, and try to push the sales of the periodical upon which he can demand full price rather than the one he must sell at a cut rate. and this feature must make a great difference in the ultimate total sales. I do not think the public will buy a first-class periodical quicker at cut rates than at full prices (provided the full price is universally demanded for that periodical), and the effect of a great number of dealers pushing among all classes of trade must be better than a very much smaller number of dealers selling a somewhat larger number each. My great effort would be to have "everybody" carry a few at least. The FACT of a periodical BEING SEEN "EVERYWHERE" must have beneficial effects. After a dealer once orders a few regularly, the business is bound to grow 1F the magazine itself is WORTH the price paid for it.

I would make unsold copies returnable without any limit of time. This is radical, but it will pay in the end. A dealer has no reason for ordering more copies of a periodical than he has a reasonable prospect of selling, and there is no reason for his filling up his stand or counter with matter which cannot be sold and taking up space which might be used for something else. companies also keep check on this feature from issue to issue, doubtless with the idea of making their returns to the publisher as small as possible. If, on the other hand, a dealer, particularly a small one, cannot return all unsold copies, he will order only what he knows he can sell. He would rather take the chances of losing the sale of a number of copies than equal chances of being stuck with several copies at a total loss, or even a partial loss if they are accepted in returns at less than was originally paid for them, or if only a certain proportion of his order is returnable.

I would not limit the time, because we continu-

ally have calls for back issues, for the commencement of a story, or for some particular article, and by holding a little while sales on any standard magazine may almost always be made. The first order placed on a periodical having a time limit on returns will be fully as large as one having no limit, and the returns will be larger, for the dealer will have no chance for supplying calls for back issues. He will be sure to return every copy on hand early enough to be within the limit of time set, thus very likely losing late sales. This is the result of observation of periodicals handled under the two systems.

If I had a new periodical I would send many back issues, and perhaps current issues for sample copies, to bring it to the attention of the public; but if I had an old-established magazine, I would send out few samples. Quantities of samples of a well-known periodical have a cheapening and lowering effect in the eyes of the public at large, and great freedom in sending the same creates a general impression that it is not "up to standard." With a new periodical, the public is, of course, by this means, informed that such a publication has been started, and interest is in this way enlisted, particticularly if general advertising is being done at the same time.

"Guessing contests," "premiums," etc., are much better for the subscription part of a periodical than for circulation through the news trade. With the latter it has little permanent effect, so far as periodicals are concerned, and according to the stipulations of the contest, this is the class of publications about which suggestions are asked. Prizes offered to the employee of a certain company or firm making the largest sale in a given time would, however, be of benefit, for each carrier or employee would push and endeavor to make all the sales possible. This would be of particular benefit if repeated for several months, as a steady demand would thus be created, which would not cease when the offer was withdrawn. This plan would be valuable, for instance, with the newsboys on a certain railroad.

I would occasionally send out small folders and circulars bearing upon prominent features in particular issues, and would, as far as practicable, place the imprints of dealers upon them. These slips placed in other periodicals or papers by the dealer are usually read by the recipients, for they are not seen until the holder opens his purchase and then he has time to read it. The dealer will



in nearly every case, use this matter to advantage, for he regards it as advertising his general business. These folders I would make small, would illustrate more or less to make them attractive, and send out in small packages of about fifty each, rather than loose. On the band or wrapper surrounding the package might be printed "Place in periodicals sold to your best trade," or some other such suggestion.

The above suggestions are offered as applying to a high class periodical, which I understand is the ground it is desired to cover. A periodical of a sensational character would require more sensational advertising to appeal to that class by which it is read. Fence signs, large display signs on the line of railroads, etc., are, I think, more for the latter class. Very truly yours,

GEORGE M. SCHELL, 1009 Brown St., Phila.

MR. WHITE'S views are direct and to the point. We are obliged for his kindly interest.

To increase the sale of a periodical on the newsstand is very difficult unless the publication has real merit. If it has merit then I would advertise it liberally through the newspapers and magazines, and by sample copies sent direct to the better class of newsdealers and booksellers for distribution to the reading public. On each copy have a printed slip showing that it was a complimentary number from the dealer sending it, and also setting forth the valuable points of the publication. If the advertising in this is thoroughly done then the hardest part has been accomplished. After that comes the regular sale. I would manage it somewhat after this order.

Make all unsold copies returnable for this reason—many dealers will not carry half enough—sometimes none—of a non-returnable publication. Then instruct the News Co. to see that the privilege is not abused. The dealer will then regulate his supply very close to the actual demand.

I also would notify the trade that mutilated copies would not be returnable and instruct News Co. accordingly.

Another form of advertising I'd follow would be to supply good customers direct with about 100 slips monthly showing contents of the forthcoming numbers—also posters of the *most attractive* and

striking character. Size to be 14x20, or perhaps 6 or 8 inches longer, as the case might require. Posters should be sent in tubes, if sent direct, or if through News Co. instruct them to give two or more to each dealer, using care that none were wasted. An attractive display of posters always helps sales.

Should send out sample copies two or three times a year to dealers that had promised to give them good circulation. Every dealer should be glad to send out such copies to his customers. The News Co. can help in the selection of dealers best situated to carry out the scheme.

It might be a good idea to increase city circulation by sending sample copies direct to heads of families. This can be done by ordering a family address book of the city wanted and taking the addresses from it. It would be a sure way and possibly more advantageous than any other method.

No better scheme was ever devised, to the writer's knowledge, than that of the Youth's Companion's "Yard of Roses." The demand for that one premium has never ceased. Advertising of that character is expensive, but must pay in the end. Money is thrown away if cheap pictures are used. Go into it big once in five years rather than every year in a cheap way.

Very truly, E. R. White.

PRELIMINARIES.

HE (accepted): "Now, won't you—won't you grant me one kiss?"

SHE: "O, if you think that question necessary, under the circumstances, perhaps I'd better call in a notary, and give it before witnesses, 'for value received!'"

THERE are always gullible people to be led away by dishonest advertisements, and the money of gullible people counts for quite as much as other people's money, but good faith to the public is the surest foundation of permanent and profitable trade.



"HARPER'S BAZAR."

By Harriet Prescott Spofford.

TWENTY-FIVE years ago most of the publications particularly addressed to women were extraordinarly frivolous, their household directions scanty, their fashions meagre, their verses vacuous, and their fiction impossible; they were destitute of any charm of belles letters, and were in the way of rendering the minds of their readers as weak and ineffectual as themselves.

The old house of the Messrs. Harper & Brothers, with the wisdom always characterizing its counsels, observing this state of things, had the penetration to perceive the welcome the world would give to something unmeasurably superior; and they planned and projected the periodical known as Har-

per's Bazar, and published by them weekly ever since. They designed the paper to be one that should supply all that was heretofore missing in the literary household visitor, that should give fashions, but fashions as they were never given before, that should give fiction, but that from the pens of its most accomplished writers, that should give instruction, but so rendered as to be at the same time entertainment, a paper in whose every printed line should be a record of the working of the best minds of the day, and whose every pictured page should represent art in its finest and most delightful phases. They invited Miss Mary Louise Booth to become the editor of this ideal paper. She accepted the position with diffidence, and held it until her death, twenty-two years later.

Miss Booth was a person of a rare nature, having great business capacity united with great literary insight, decision of character, and a poetical temperament. She was already a writer of note, her pen having done valiant service in the Civil War, and she was the translator also of Henri Martin's History of France, of About's novels, Laboulaye's Fairy Tales, and other popular works; she had the reading, the memory, the resources, the ready wit, the industry, the energy, and the spirit of command that were essential to the enterprise. She called about herself many of the brightest men and



MRS. MARGARET E. SANGSTER, EDITOR, "HARPER'S BAZAR."

women of the day, such as Alice and Phæbe Cary, Mary Clemmer, Susan Coolidge, Rebecca Harding Davis, Mary Mapes Dodge, Gail Hamilton, Grace Greenwood, Nora Perry, Lucia Gilbert Runkle, Margaret E. Sangster, Mary Agnes Tincker, the Hawthornes, the Stoddards, Professor Boyesen, Junius Henry Browne, Mr. Curtis, Edgar Fawcett, Colonel Higginson, Ben. Perley Poore, Frank Stockton, and, from across the seas, William Black, Miss Braddon, Wilkie Collins, Besant, Farjeon, Hardy, Mrs. Lynn Linton, Miss Mulock, Mrs. Oliphant, the Trollopes, and a host of others as conspic-Indeed, it would be difficult to recall a name prominent in the literature of this generation that has not had more or less connection with the Bazar. Mr. George William Curtis began in an early number his charming papers, "Manners on the Road;" and Colonel Higginson has for several years contributed serial articles on "Men and Women," in that finished and matchless style which gives him to-day so high a place among literary men.

Here too the shy and beautiful genius of Mary Wilkins was coaxed along till it captured the popular ear and heart. Indeed, the larger number of the short-story writers of the day have made their first and most frequent appearance in the Bazar, while those of already established reputation have been made welcome when they brought work that was desirable. The Bazar has always made a feature of strong short stories, and its corps of writers includes nearly every name well known in fiction, while new names are constantly added to the galaxy.

The paper became almost at once an immense success. It was sparkling and wholesome throughout; nothing dull found itself at home there, nothing unhealthy, nothing sensational. It was composed in such wise

that all might be satisfied with some portion of its sixteen pages; its literature suited the brighter reader and gradually formed the taste of those less used to the best; there the famous novelist, the brilliant essayist, the dreamy poet, the world-known artist, met on



A WARNING.

HIE. "IF YOU WERE NOT SO TALL, I'D PROPOSE TO YOU."

SHE. "IF YOU DID, YOU'D SEE HOW SHORT I COULD RE"

equal terms with the delineator of fashions and the writer of articles of purely domestic purpose; the reader eager for amusement had it at command, and women on remote frontiers following its advices found themselves able to contrive their garments in a manner rivalling the millinery of cities. For the success of the Bazar has by no means been due entirely to its literary excellence. Its illustrations have been from the beginning the best that the world affords, and that not only the work of fine artists in depicting designs, and in heightening the effect of verse and story, but the reprint of famous pictures both of the old and modern masters. In needlework and embroidery it has furnished designs from Mrs. Candace Wheeler, the Royal School of South Kensington, and a host of other skillful experts. Its consideration of household topics, too, have made its weekly visits welcome at every hearth: and its detailed instruction in all manner of family needs have rendered it indispensable in every sewing room, in every pantry. To the latter department M. Blot, Juliet Corson, Catherine Owen, and others wise in culinary lore, have given their finest work.

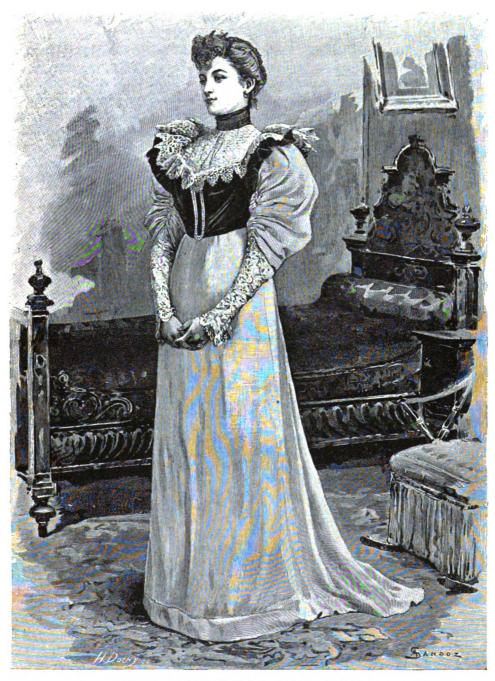
The Bazar's treatment of fashions is another attractive feature, with styles and designs and patterns and ways and means for the father as well as the mother, the boy as well as the girl, the widow as well as the bride. This treatment has always been authoritative, refined and practical, and has always been in the hands of Miss S. G. Shanks, who expends upon it to-day the same untiring enthusiasm and unique ability that she did when she first took it in hand; the Bazar owing a great deal to the integrity of her recital and to her tact and skill and art. The fashion department is further enriched by regular correspondence from a

leading authority in Paris, and its illustrations are from the pencils of prominent artists there.

The designs furnished by Sandoz and Magniant indicate a new era in the illustration of current fashions.

A column devoted to items of personal interest, under careful scrutiny, has always given much information not otherwise attainable; and a series of replies to correspondents have in themselves volumes of kindly help. The corps of editorial writers has always been large, but always under direction from the head of the paper, who herself, under the advice and suggestion of the proprietors, has been in the past, as she is in the present, the inspiration of all the others, and has held it firmly on its high and unsullied course.

Of the fine womanly character, impressed on it from the beginning, the paper has lost nothing while in charge of its second editor, Mrs. Margaret E. Sangster, who succeeded Miss Booth and took into her own faithful care the object of the other's nearly life-long solicitude and love. Mrs. Sangster was particularly fitted for the position, by reason of her long literary career with its swift, facile and incisive pen, and of a gracious geniality of nature which clothes a firm will with sweetness. She was widely known as the Poet of the Hearth, and her verses had sung their way into every heart, for they are full of the tender feeling of a fine humanity. I was with her when Mr. Whittier first met her. "What! Our Margaret Sangster!" cried the older poet, coming forward with both hands outstretched; and he but voiced what all others feel. While retaining the characteristic features of the paper, and keeping it thoroughly in touch with the times, Mrs. Sangster has broadened its scope in some particulars, and has aimed at the high-water



FASHION DESIGN FROM HARPER'S BAZAR.

mark in periodical literature for women. Generous to old contributors, she has introduced many others to her readers. She has papers and series of papers from the leaders of thought both here and abroad; she has created a charming feature in the "At Homes" of Mrs. Wouter Van Twiller, where the happenings of the day are discussed with singular felicity; she has welcomed Marion Harland, Christine Terhune Herrick and Agnes Bailey Ormsbee, with most valuable work upon domestic topics; Mrs. Martha McCulloch Williams, with vivid and picturesque descriptions of nature in the southern interior; Olive Thorne Miller, with her close observations of the romance of bird-life; Mildred Howells, Fanny Aymar Mathews and Grace Livingston Furness, with acting farces which are the delight of drawing room dramatic companies. Mr. John Kendrick Bangs fills a page weekly with jests and drawings full of fun and refinement. The poetry of the Bazar, where Clinton Scollard, Julia Dorr, Louise Imogen Guiney, Sarah M. B. Piatt, Margaret Preston, Edna Dean Proctor, Frank Dempster Sherman, and others, have sung songs of surpassing sweetness, she has enriched not only with her own songs, but with new singers,—for Mrs. Sangster is very tender to budding power. Like the leader of an orchestra, over all these varying elements Mrs. Sangster presides with an art that is like creation, combining the many influences, and everywhere making felt something of her own strong and fine spirit, her single-minded womanliness, her practical power and her poetic genius.

Thus for a quarter of a century, in the hands of two women among the most notable of their time, and entirely different from each other except in their executive capacity, the *Bazar*, with its enormous circulation,

has been an influence for the best of everything in our homes to an extent that is not to be computed; it has always led forward the pure, the sweet, the gay; it has instructed and uplifted while entertaining; and it has the well-being of women and the family constantly as its ideal. Its atmosphere has been utterly healthy; its tone sure and strong on the side of good; and it has perhaps done, and is still doing, more than any other single instrument in shaping the highminded thought of the generation.

COMMUNICATION.

Publisher of Godey's Magazine, Dear Sir:

My eye has fallen on a notice in a recent publication connecting me with Godey's Magazine. I take pleasure in stating that the reference, in fact the statement therein contained, that I had a financial interest in Godey's Magazine is not justified by any representations of mine, and has no foundation in fact. I do not own one fractional part of a dollar in the stock of the company, neither do I own any advertising space in your magazine.

The above facts do not prevent my appreciating the great improvement in the appearance of the magazine, and the marked favor with which it is being received by the general public, as noted in its large increase in circulation. This gives it a value from the advertisers' standpoint that will cause me to recommend it to my customers.

Yours truly, (Siqued) J. WALTER THOMPSON.

Editor Art in Advertising, Dear Sir:

Will you kindly publish the following notice in your paper, and oblige.

"The Bedford Mineral Springs Co. have just made a contract with Mr. J. P. Reed, General Manager of Arthur's Home Magazine, of Philadelphia, to place two hundred and fifty thousand dollars worth of advertising. A large portion of this business will be placed from the New York Office, 500 Temple Court, New York.

Yours very truly, F. E. MORRISON.



SOME THINGS WELL DONE.

COL. BARKSDALE, of the Pennsylvania advertising department, is one of the most widely known men in the business. He is a large man, has his office in a portion of the building harder to find than a needle in a haystack, but makes it interesting when you do get there. He is very anxious at present to let the dear public into a scheme he has for sundry delightful trips to the South and the Southwest on the personally conducted plan. There is no question that it would be very nice to visit Old Point Comfort, St. Augustine or Monterey under his supervision, and if the genial colonel will only arrange things so that business will go on during our absence just the same, he will confer a favor on the undersigned, to say nothing of the multitude who can go anyhow. He has some interesting pamphlets-notably one about Washington, which are worth writing for.

MR. GEORGE DE HAVENS, general passenger agent for the Chicago and West Michigan and the Detroit, Lansing and Northern Railways (and leased lines), sends us some exceptionally good circulars calling attention to the opening of the new Union passenger station at Detroit.

Mr. W. Ward Damon, in a perfect frenzy of mad enthusiasm, calls our attention to the latest enterprise in modern journalism, i.e., a red and green edition of the Kansas City Journal.

We are in receipt of a copy of our wide-awake Western contemporary printed in three different colors, "with one impression." The one impression is that the effect is not artistic. From a business standpoint, however, and also as an illustration of the

triumph of mind over printin' presses and "sich," the Kansas City Journal has made a hit—and as the new departure appeals particularly to advertisers, we can imagine that the question of color will be quite as important, hereafter, to patrons of the K. C. J. as that of "position." We will go even farther and predict a unanimous verdict in favor of "any color, just so it's re(a)d."

MR. E. D. GIBBS, of the National Cash Register Co., sends us his pamphlet "Stop the Leak." It is beautifully printed in about "steen" colors, on heavy plate paper. It does you credit, Mr. Gibbs.

Mr. Sam P. Johnston, of Goldberg, Bowen & Lebenbaum, San Francisco, Cal., sends us some very good specimens of newspaper advertising for groceries; they are well set and are not confined to that stereotyped expression "Buy your groceries of ____." We intend to go into this subject further before long.

Mr. F. B. Noyes, of *The Evening Star*, Washington, D. C., is evidently rolling in wealth. He sent us a very neat pocketbook and match-safe by way of New Year's greeting, symbolizing the wish, we presume, that we may pocket all the money we strike floating around and keep it safe.

THE MATTHEWS-NORTHRUP Co., of Buffalo, N. Y., have a neat way of letting the world know that "they are the people;" namely, a specimen book, printed in colors, giving samples of their different styles of work, which are worth looking at, and

numberless testimonials which are not very interesting, but are things to be proud of.

Mr. F. G. Barry, publisher of the Tourist, sends us a copy of the holiday issues of that magazine. Mr. Barry always gets there, and these numbers of his are good evidence of the fact. The text is bright and the illustrations good, and the advertising pages, those tell-tales of a periodical, numerous.

Mr. F. St. J. RICHARDS, manager Eastern office St. Louis *Globe Democrat*, sends us a four-page circular printed in red and black that should bring in a good deal of business.

Mr. Wilson, of McDonald & Wilson, Toronto, Canada, shows that our Canadian cousins are not far behind us, if at all, in clever advertising schemes. The pamphlet he sends is, as its name implies, a "Happy Thought." It is full of recipes the mere reading of which would make one's mouth water.

MR. LIVINGSTONE, of W. H. Schieffelin & Co., City, sends us some very good specimens of drug advertising. The composition is good and the type used clear and neat, the wording, is, we suppose, all right, but it is Greek to us.

THE BRADSHAW MANUFACTURING Co., of Boston, have issued a very neat catalogue describing their "Long Distance Safety." The cover is printed in several colors and is very artistic, the text and illustrations within will surely convince the reader that to own a "Long Distance Safety" is to be happy.

OF INTEREST TO HOTE.

By R. J. Gunning.

MR. BRENT GOOD, of the Carter Medicine Co., came out to Chicago recently, and after looking over our system of leased signs for painted displays throughout Chicago and along the lines of railway entering it, placed his order to the extent of \$20,000, the appropriation being confined to railroads; and as a consequence, of course, the travelling public are being forcibly reminded about the famous little "Death Frustrator."

We have lately made an especial effort in the St. Louis part of our business, having established a local office there. We are bringing out a line of bulletins there similar to our Chicago service, which has met with such success.

While in Chicago Mr. Brent Good also visited St. Louis, and after looking over the field there, gave us an order for about \$7,000.

Mr. C. W. Fish, Manager Excelsior Springs Co., was in Chicago this week, and while here perfected arrangements to quadruple the outdoor display which we have maintained for his company in behalf of their Bottled Waters and their resort, for the past six months.

The Waukesha Hygeia Mineral Springs Co., for whom we have done about \$50,000 worth of business in Chicago and different parts of the country in the last few months, during the past week have favored us with large additional orders on our Chicago bulletins to run one year.

The Seipp Brewing Co., for whom we have done about \$15,000 in behalf of their Salvator Beer, during the past week placed their order for \$6,000 additional.

SNAP SHOTS BY THE OFFICE HAWK-EYE.



"HELD BY THE ENEMY."

Is it c—ld e—gh f—r y—u?

JACK FROST may not paint the town red, but the way he touches up the municipal nose is a caution.

THE KOTTON KIND.

There was an old woman and what do you think?

She bought her some flannels they said wouldn't shrink.

She washed 'em and wrung 'em, and when they were dried

Behold! they had stretched seven sizes too wide!

THE POINT OF VIEW.

THE BOY NEXT DOOR (triumphantly): "I'm a twin; are you?"

OUR Boy (contemptuously): "Naw; mamma couldn't match me."

WITH THE NEW YEAR.

JUDSON: "Make any good resolutions this year?"

BIGELOW: "Yes-I've let up on slang."

A MODERN VERSION.

The rose is red (Expensive, too; Otherwise I'd buy a few).

ACCORDING to the Critic, Mr. Blackmore's "Tess of the D'Urbervilles" has produced a deep impression in Russia; a translation of the story to begin in the January number of some unpronounceable periodical. Just wait till we catch the fellow out alone who told us "Tess" was written by Thomas Hardy.

P.S. It was Frost, Newell and Small, not Opper, whose sketches enlivened the back part of January Harper's.

E. L. S.

"IF I SHOULD DIE."

If I should die to-night
And you should come to my cold corpse and say
(Weeping and heartsick o'er my lifeless clay);
If I should die to-night
And you should come in deepest grief and woe
And say: "Here's that \$10 that I owe,"
I might arise in my white cravat
And say, "What's that?"

If I should die to-night

And you should come to my cold corpse and kneel,
Clasping my bier to show the grief you feel;
I say, if I should die to-night

And you should come to me and there and then

Just even hint 'bout payin' me that ten, I might arise the while, But I'd drop dead again.

Chicago Mail.

'Entered at the Post Office at New York as second-class matter.

Vol. VI.

FEBRUARY, 1893

No. 6.

Published by The Art in Advertising Co., 80 Fifth Avenue, New York.

H. C. Brown, President.

Russell Doubleday, Business Manager.

Elisabeth L. Sylvester, Editor.

ISSUED ON THE FIRST OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.

ANNOUNCEMENT.

The periodical known as Publicity, published in Boston by P. E. Tarbel, has now passed into the hands of The Art in Advertising Co. Subscribers to the former journal will hereafter receive this paper during the life of their subscription to Publicity, or, if preferred, will have the balance of the subscription returned in cash on application to this office.

The advertising contracts assumed by Publicity will also be carried out by ART IN ADVERTISING if it is mutually agreeable. In a transfer of this kind it is always well to remember that opinions differ regarding the value of a medium, and if any friend of Publicity should not approve of the transfer, he is welcome to the cancellation of his contract.

ART IN ADVERTISING will endeavor to make itself interesting and valuable to its newly-acquired patronage, and hopes to

serve both subscribers and advertisers with equal satisfaction.

Arrangements will also shortly be completed to present the readers of ART IN ADVERTISING with a monthly resumé of the field in Chicago, Boston, Philadelphia and London. A Columbian number will also be issued, which will appear in May. It will be a greata number and maka lota mon.

We think it will be an excellent opportunity for the publishers of this country to come before the advertisers. We regret that we shall be unable to accept contracts except on the basis of our first love—cash.

We admit, and blush while we write it, a disinclination among certain publishers to advertise on these terms. "Why should we?" they ask, "when we can get Shipans Tombstones or Gambolio, or a slice of some poor devil who is in the hands of an unscrupulous agent in return?" And we always answer, "If you don't know, we won't tell."

Some sorry stories have reached us lately regarding the process of holding up, practiced on the publishers by these agency papers. This evil is curing itself however; a marked opposition having recently developed among advertisers who have been victimized, and who have let the cat out of the bag.

NOTES FROM THE NECROPOLIS.

"Far from the madding crowd, From strife's ignoble fray."



The young men who Col. Barksdale provides as travelling companions on the ride from N. Y. to Philly are always interesting, always communicative, and a unit in the fortitude displayed under the awful circum-

stances. A good deal of romance has been thrown around the gentlemen who rushed impetuously into the jaws of death at Balaklava, but no one yet has felt called upon to immortalize the daily charge of the Pennsylvania Limited unto the tomb itself. Strong men, weak women and defenceless children are daily emptied into this yawning Another orifice will shortly be chasm. opened by the Philadelphia and Reading, and the fate of the dozing New Yorkers is sad in the extreme. The mad rush for tips among Col. Barksdale's colored cohorts is but one of the many diverting incidents of the trip, and on the occasion of my last experience it was unanimously voted that the smoking room be abandoned to the

attendant whose appetite for sweeping up was insatiable, and that the passengers do their smoking outside.

For men must smoke, Though porters sweep And the room be full to choking.

"One thing about this road that I like," said the man opposite, gazing at no one in particular, "is the grub you get on the way down South. The

average buffet car is an invention of the But further South, at a little henhouse called Central Station, in Georgia, the restaurant is kept by an ideal boni-'Good morning, gentlemen,' he says as we enter, 'quite chilly, ain't it. Step up to the fire and warm vourselves while we get the breakfast. You've got plenty of time; no hurry at all, gentlemen,' and he ushers us in front of a blazing log fire. 'Got everything you want?' he asks a few minutes later, while we are busily engaged with a steaming hot breakfast. 'Here, Tom, give this gentleman a breast of that roast chicken! Have a little toast-is your coffee all right? Tom, bring this gentleman some hot rolls-these are cold! Here, take some fruit along with you,' he adds as we are about to depart. 'You might be delayed. you know, and an orange comes in mighty handy. Good morning,—wish ye luck,' and he stands at the door bowing and smiling till he fades into a little speck in the distance. I am sorry to miss my old friend," added the story teller, "but the new dining

cars run on all the through Florida coaches have spoiled his trade. But whenever we stop there I give the diner the go-bye and drop in to see the best hotel keeper in Dixie."

In Philadelphia I found the customary movement toward New York. The Ledger has nearly recovered from the fire and Mr. Childs' private office is being gradually restored.





"BOWING AND SMILING."

Mr. Taylor, of the Press, emerged from the basement all covered with dust and grime and explained that he too enjoyed the luxury of a burn out. Mr. Joseph P. Reed, of Arthur's Home Magazine, has made a double shuffle of some kind with Peterson's New Magazine and will probably take the advertising department under his own wing. He is also engineering some author's syndicate, and if he takes any more things under his wing he will be all take and no wing. Mr. C. Hump

Snyder was found at his desk wearing the same size hat as ever. Snyder is one of the truly great men in the business and steadily declines the insidious attacks of cerebral tumefaction. Perhaps Brother Patterson, of the *Ledger*, is responsible for his continued modesty, for Patterson spends half his waking hours telling Snyder that he can never become famous till he forsakes the street cars for a half-page in the *Ledger*.

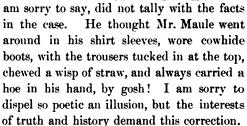
Mr. W. Atlee Burpee is another distinguished Philadelphian. To the outside public Mr. Maule and Mr. Burpee spend their days and nights planning schemes to ruin each other. But men are deceivers ever, and once a week Mr. Maule and Mr. Burpee have a love feast together: Mr. Maule says what a clever man Mr. Burpee is and Mr. Burpee says there never was such a smart fellow as Maule—never! And so the merry war goes on.

Mr. Burpee is still a young man. His natural love for flowers brought him into the business before he was seventeen. He is tall, well built, wears a full beard, and knows

a hawk from a handsaw when it comes to seeds. Unlike Mr. Maule, he approaches his trade in a conservative spirit.

Mr. William Henry Maule is a typical well-dressed, prosperous-looking citizen who employs a fashionable tailor, wears fashionable clothes, red kid gloves, patent leather boots and the silver-grey broad-brimmed slouch hat so much affected by the present-day Philadelphian. I am thus particular in my description so that the 197,350 "friends" which Mr. Maule has will be able to recognize him on the street. I met one of his friends—Obadiah Jaybird—whose idea, I







OBADIAH JAYBIRD

If you are interested in

Photo-Engraving

WRITE FOR MY PAMPHLET

'Magazine Illustration

FROM AN

Artistic Standpoint"



COLORED COVER

HANDSOME ILLUSTRATIONS

DUPLICATE COPIES, 25 CENTS

Sent free to subscribers of "Art in Advertising"

1b. C. Brown

80 Fifth Avenue,

—— **Hew York**

W. ATLEE BURPEE & CO., PHILADELPHIA,

The Leading Seedsmen of the United States, offer

\$655.00 In Cash Prizes for the Best Notices of their Business.

We quote the following from their "Farm Annual for 1893:"

AS OTHERS SEE US.

We would acknowledge our indebtedness to the editors and secular papers for unsolicited articles on FORDHOOK FARM, reviews of our FARM ANNUAL, recommendations of our Novelties, etc. The article on "How and Where Seeds are Grown," reprinted this year on pages 4 to 8 inclusive, was written by a reporter of The Philadelphia Inquirer, who spent an entire day in taking notes at FORDHOOK, and owing to the painstaking care and interest in the work which he displayed, the article shows great insight in grasping the main features on the part of one unacquainted with seed growing.

Perhaps the reader of this advertisement viewing similar sights, might pen the same picture from a different point of view; therefore, we have decided to offer SIX HUNDRED AND FIFTY-FIVE DOLLARS in CASH PRIZES, to be awarded as follows:—

\$300.00. To the Editor, Reporter, or Correspondent of any paper in the United States who writes the best and most interesting article on FORDHOOK FARM, or our business of seed growing and Seed selling, we will pay \$200.00 cash; to the writer of the second best, \$50.00 cash; to the writers of the two next best articles, each \$25.00 cash.

HOW TO COMPETE.

To win the prize of \$200.00 cash we will expect an article of about the same length as that reprinted on pages 4 to 8 of our Farm Annual on "How and Where Seeds are Grown." Those who compete, expecting to win the first prize, should, therefore, personally visit our Warehouse in Philadelphia, and also carefully inspect our seed testing and seed growing at Fordhook, where full opportunities for inspection and all information will be freely given. Whether written by the Editor, Publisher, or an independent writer, the articles can appear in any American paper at any time during the spring, summer, or early autumn. Each article or notice should be cut out of the paper in which it is published, and mailed to us with the name and date of the paper, so as to reach us on or before October 15, 1893; the cash will then be forwarded to the prize-winners by November 1st.

\$355.00. This series of prizes is arranged for immediate competition, and does not require a personal visit to FORDHOOK,—as these articles must appear before the end of April, 1893. We will pay, at the beginning of May, \$100.00 cash to the writer of the best notice of BURPEE'S FARM ANNUAL, of our SEEDS, SEED BUSINESS, or the NOVELTIES of our own introduction; to the writer of the second best notice \$50.00 cash; to the third and fourth best each \$25.00 cash; to the five next best each \$10.00 cash; to the next twenty-one best each \$5.00 cash,—making in all thirty Cash Prizes in this series alone.

THIS COMPETITION IS OPEN TO ALL,

with the only restriction that the articles or notices must appear during January, February, March, or April in some regularly-published American or Canadian paper or magazine, be it daily, weekly, semi-monthly, or monthly. The articles or notices, with the full address of the writer, may be sent to us throughout the season, and they will be carefully filed until May 1st, when the prizes will be impartially awarded. While, as already stated, we shall expect quite a complete article for the \$200.00 prize in the first series, yet a brief, terse notice of only a few inches will stand a good chance of winning one of the prizes in this second series of \$355.00 in cash prizes.

 R_{θ} . We will not allow any one writer to receive more than one prize in each series. A complete list of all the prize-winners will be published.

Do not hesitate to compete because you are not a regular correspondent, but write to your agricultural or county paper, either relating your experience with our seeds or describing BURFEE'S FARM ANNUAL FOR 1893; cut out the article, mail it to us, with your address, and you will bave a fair chance to be among the prize-winners. The first prize article in each series, if they prove to be of sufficient merit and thoroughly accurate, will be reprinted in our FARM ANNUAL FOR 1894, and in connection with them we will also probably print extracts from the other prize articles or notices.

It is sufficient to address simply:— W. ATLEE BURPEE & CO., Philadelphia.

To compete you will need "BURPEE's FARM ANNUAL FOR 1893." A postal request, addressed as above, will bring it by return mail.



"Magazine advertisers present to the readers of magazines about everything in the line of necessity, comfort and luxury. Here are pages of fact, and pages of suggestion; read simply because they are Worth reading."
NATHANIEL C. FOWLER, JR., in Building Business.

THE MAYFLOWER,

A lady's magazine; "read simply because it is worth reading."

AVERAGE MONTHLY CIRCULATION 300,000 **DURING 1892.**

> For rates, address JOS. J. DELONG, Manager, 89 Tribune Building, N. Y. CITY.

In Advertising

Co-operation pays. I co-operate; -- you -- with all the largest street-car advertisers in the United States.

> Advertising cards on elevated roads, New-York and Brooklyn; in street cars everywhere; all placed exclusively through me by leading advertisers. They know why. Don't you?

M. WINEBURGH, Times B'ld'g, New York

The Colored Covers used on Art in Advertising are For Sale.



With each edition of our paper we keep the original plates one year. Firms desiring a nice catalogue cover can obtain a small edition at a reasonable Initial letters, head and tailpieces may also be obtained.

At a trifling expense a very handsome production may be thus obtained.

> Art in Advertising Co., 80 fifth Avenue, Hew york.



"List, List, oh List."

Shakespeare.

Hear, O ye specialist!
Dollars for ads.
This applies to us both,
But the specialist takes the lion's share.
Facts are far better than logic.
What are they?

ALLEN'S LISTS Are Over a Million a Month in Circulation.

Advertisers obtain larger results.
Some have boomed elsewhere in vain.
They say so.
You pay less than in other mediums of half the circulation.
Verbum Sap:

E. C. ALLEN & CO., Augusta, Maine.

THE HOUSEWIFE

150,000 GUARANTEED. 9th YEAR.

250,000

PROBABLE.

A Plain Statement of Cold Facts.

We are spending \$5,000 per month in advertising THE HOUSEWIFE in high-class publications, and shall continue to do so throughout the winter.

We are either increasing our circulation very rapidly or losing money very fast; we leave it for the advertiser to form his own conclusion.

We shall publish from 150,000 to 250,000 copies per month during the winter and spring of '93, at least 150,000 per month for the year.

We guarantee and prove when requested 150,000 copies per month, and shall mail as many in addition to this number as our short-time subscription list calls for,

We are confident THE HOUSEWIFE will pay advertisers, even should it not pay us. You can tell by trying and "results" only will determine.

Ordinary Display Advertisements, \$1.00 per agate line. Whole Cover Page, \$500.00.

One-half Cover Page, \$250.00. One-quarter Cover Page, \$125.00.

Reading Notices, \$1.50 per agate line.

Discounts:—3 months, or 100 lines, 5 per cent. 6 months, or 250 lines, 10 per cent. 12 months, or 500 lines, 20 per cent. Only high class advertising solicited or accepted. Advertisements accepted through all reputable advertising agencies. Rates advanced whenever guaranteed increase in circulation will warrant.

Advertising forms close first of preceding month, on all news-stands twenty-fourth of preceding month, in hands of all subscribers thirtieth of preceding month, PROMETLY.

THE HOUSEWIFE PUBLISHING CO.,

81 Warren Street, New York City.

Begin the year well.

People's Home Journal

THE.

Circulates in every home and has an average circulation of

300,000 copies.

Parties making contracts for six months at the regular rate of \$1.25 per line per time, less 10 per cent., or for one year at the same rate, less 15 per cent., may include all special issues within their respective periods of advertising without extra charge.

Special editions number from 50,000 to 100,000 more copies.

Forms close on the 15th of each month preceding date of issue.

F. M. LUPTON, Publisher,

106 and 108 Reade St., New York.

THE EASTER NUMBER

OF

NEW YORK LEDGER

with beautifully Illuminated Cover, will go to press on

Saturday, March 4th,

and be issued and dated

March 25th.

It will contain many novel and attractive features.

A Large Extra Edition will be Printed.

but the Advertising Rates are not increased. Order and "copy" should be sent at once to

EDWARD P. CONE,

Advertising Manager,

Spruce and William Sts., New York City.

H. A. STANLEY, Manager. C. H. TURNER, Editor.

Both Unexcelled Advertising Mediums.

EVENING DAILY AND WEEKLY HERALD

Estab. Feb. 28, 1889.

OU may desire weekly advertising. If so, where can be considered as the property of the

you get it for as little money, circulation considered, as in OUR SATURDAY EDITION? By figuring the following rate for 48 inches, one year, you will find it only 1½ cent per inch per thousand of circulation. The rate for 12 inches is only about 2 cents per inch per thousand of circulation.

We started this 8-page, 64-column Saturday edition in November, of '90, expecting to make of it a temporary enlargement for Holiday Advertising. The people appreciated it so much, however, it is now a regular feature, and is eagerly looked for. Each issue contains a complete novelette of from 6 to 12 columns of thoice miscellany, beside the matter ordinarily given in the daily 4-page issue, and the NET CIRCULATION AVERAGES MORE THAN 6,250. This rate card is therefore worthy your attention.

Fifty cents per single column inch each insertion.

	DISCOUNT FOR TIME.				DISCOUNT FOR SPACE.				
3	Consecutive Insertions, 10			6 inches at one time, 10 -					
6	,,	,,	25 ž	12	,.	,,	,,	25 ≛	
13	,,	,.	40 2	24	,,	••	,,	40 g	
26	••	,,	50 3	36	٠,	,,	,,	50 3	
52	,,	,.	60 ~	48	,,	••	••	60 ≅	

No extra charge for double, triple or quadruple column. Nor for position, although location will not be agreed upon, unless entirely convenient to the publisher.

THE HERALD PUBLISHING CO., 217 WASHINGTON STREET, BINGHAMTON, N. Y.



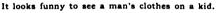
"The growth of this publication (Goodform) has been so rapid as to make it one of the marvels in a city which abounds in surprises."—THE CHICAGO DAILY HERALD.













But it's not so bad when they're made to fit.

FIRST YEAR'S GROWTH OF "GOODFORM."

From December, 1891, to November, 1892, inclusive.



(December, 1891, 562 bs., or equivalent to 1,488 Copies.



November, 1892, 26,460 lbs., equivalent to 70,560 Copies.

ACTUAL CIRCULATION, DECEMBER, 1892,

75,200 COPIES.



PRINTED
FOR JANUARY,
1893,

85,100 COPIES.

THE GOODFORM CO., CHICAGO.

THE AMERICAN FARMER AND FARM NEWS

150,000 PROVED AND "SOLID CIRCULATION" MONTHLY.

AGATE MEASURE, 14 LINES TO THE INCH.

DISPLAY, 80 CTS. PER LINE.

READING, \$1.50 PER LINE.

CONSOLIDATION OF THE AMERICAN FARMER AND FARM NEWS,

American Farmer, Springfield, Ohio,

Springfield, Ohio.

American Farm News, Akron, Ohio,

Farmers' Magazine, Parkesburg, Pa.
American Farmer, Chicago, III.

THOMAS H. CHILD, Manager New York Office, 193 Times Building.

THE MORNING NFWS

Wilmington, Delaware.

THE ONLY MORNING DAILY IN THE STATE.

ENLARGED AND IMPROVED.

ANOTHER FAST PRESS JUST ADDED TO MEET THE REQUIREMENTS OF A RAPIDLY GROWING CIRCULA-TION.

\$50,000 IN LIBEL SUITS, 2 STRIKES AND A FULL-FLEDGED BOYCOTT, ALL IN THREE YEARS

NOTHING SUCCEEDS LIKE SUCCESS.

THE NEWS PUBLISHING CO., 511 MARKET STREET.

Hon. WATSON R. SPERRY, EDITOR.

EDGAR M. HOOPES.

NO OFFICE is complete without good furniture. EVERY OFFICE with inferior furniture is like a man on business in shabby attire.

BOTH CREATE a bad impression.



Are the acknowledged leaders in their line.

THE DERBY DESK is famous all the world over.

How many readers of "Art in Advertising" possess one? Other desks lack the same ingenuity of arrangement, beauty of appearance and solidity of manufacture.

Our chairs and tables are also ideals of luxury and durability.

Call and see them or write for a catalogue.

93 CAUSEWAY ST , FACTORY, 18 BEEKMAN ST., BOSTON. SOMERVILLE, MASS. NEW YORK.



THE DETROIT JOURNAL'S NEW HOME.

EIGHT PAGES,

SEVEN COLUMNS

2¹ INCHES,

ONE CENT.

Just a Few Words With You.



In February last the present management assumed control of The Detroit Journal.

Appreciating the possibilities for the JOURNAL providing an aggressive, broad, liberal policy was adopted, immediate steps were taken to occupy the vantage ground. June I THE JOURNAL occupied its new home, the handsomest and best appointed newspaper office in Michigan. Upon the same day it reduced its price to one cent. The paper was a four-page, eight-column sheet. The change in price brought a wonderful growth in circulation and in turn a splendid increase in advertising patronage. In fact, the latter encroached upon the news columns so persistently and hard that the inevitable was a change to

Which was made on September 29. This enlargement enables us to do full justice to our great reading constituency. A change from eight to

Makes a slight reduction in the size of the page, but one that our readers and advertisers, alike, will appreciate, as the columns have been widened to

Which will allow of the use of a more readable type and give to the advertiser 12½ per cent, more space for his money than the narrow 2 inch columns.

It's a marvel how it's done, but THE JOURNAL does it. In fact, the most prosperous, widely circulated newspapers to-day, are the cheap price papers, which enables all classes to take a daily newspaper.

THE JOURNAL publishes daily at the head of its first page the exact circulation of the previous day and at the head of its editorial page the statement for the previous week. These figures are GUARANTEED correct.

KEEP YOUR EYE ON THE JOURNAL.

MAX H. FISCHER, General Agent, 86 PULITZER-WORLD BUILDING, NEW YORK. WM. LIVINGSTONE, JR., PUBLISHER.



Are you aware of the fact that it is to your interest to advertise in Brooklyn?





There are a million people here, and you can send a salesman into nearly every home by an announcement

IN

The Brooklyn Citizen





The best home paper.

Circulation enormous in quantity and unequaled in quality.



ANNOUNCEMENT.

QUEEN OF FASHION.

THE McCALL Publishing Co. will hereafter be known as THE McCALL CO., and will be under entirely new management, with large financial backing.

The same business will be carried on, and the same publications published as formerly.

The QUEEN OF FASHION, commencing with the February number, will have a circulation of 200,000 copies each month, mailed from this office, and our subscription books are open at any time to all advertisers. We intend making it the greatest Fashion Journal in the world, and eventually to have a circulation second

to no other publication issued.

The advertising department of this publication will remain, as heretofore, under the management of Mr. J. H. Cook.

Address all communications to

"QUEEN OF FASHION," 46 E. 14th St., New York.

THE NEWS IS A NECESSITY TO THE ...

The New Haven News

Enjoys the Acquaintance of

100.000 Live Yankees,

And has a direct interest in more than

600,000 Persons who Read it Every Day.

Results are what tell!!

THE DELIVERED CIRCULATION OF THE NEWS IS LARGER THAN THAT OF ANY OTHER CONNECTICUT PAPER.

It is the only Democratic morning journal in New Haven County.

A PRIZE OF \$25.00.

We offer this amount for the best design suitable for advertising our celebrated

Old Kentucky Whiskies.*



The design must be adapted for reproduction in black and white or in colors, and will be used as a show card or poster. The size is immaterial — what we want is an idea—a good striking design that will catch the eye and cause the beholder to remember the name of our brand.

We will also pay \$5.00 each for any design which we may keep that does not secure the prize. All others will be returned, if so requested, and stamps are enclosed for that pursoes. Send all compose.

pose. Send all competitive designs to H. C. BROWN, 80 Fifth Avenue, New York City.

*The celebrated I. W. HARPER NELSON Co. KENTUCKY WHISKEY is our leading brand.

BERNHEIM BROS.,

135-137 W. Main St.,

Louisville, Ky.

Paying Results

ARE OBTAINED WHEN
ADVERTISERS USE THE
PEERLESS VICKERY AND HILL LIST.

1,200,000

copies of these papers mailed every month, reaching the home firesides throughout the country, and read by every member of the family. The gross rate in the whole list is only \$6 an agate line a month, which is the rate of ½ cent a line for every thousand circulation, and liberal discounts are made for either space or time. If you have any idea of doing general advertising, correspond with us direct, or you can place an order through any reliable advertising agent. Circulars, estimates and specimen copies sent on application.

VICKERY & HILL,

AUGUSTA,

MAINE.





TF a paper is not read by people intelligent enough to appreciate the merits of your goods and who can also afford to pay for them, money spent in advertising will be thrown away. Ask about Kate Field's Washington, Washington, D. C.

WE PROVE CIRCULATION! STILL GOING UP.

Now 143,790.

Not sample copies or dead wood but live subscriptions

О. В. Воотн, THE GOSPEL NEWS CO., Eastern Representative, Room 2, 79 Nassau St., New York. CLEVELAND.

Онто

IF YOU USE PREMIUMS

OR SELL GOODS BY MAIL.

and do not handle our goods, you miss some of the best MONEY-MAKERS. Illustrated Cat. Free.

W. N. SWETT & CO., Publishers and Manufact'rs. 28 Reade St., NEW YORK.

SAN FRANCISCO

Established 1853.

Daily, 59,691 - Sunday, 64,475 - Weekly, 25,100 Is the oldest and best Daily Newspaper on the Pacific coast.

It leads in circulation, character and influence, and goes into the homes of the people.

BINDERS.

To keep your copies of ART IN ADVERTISING in good condition, and easy to refer to, send for a binder; 60 cents.

ART IN ADVERTISING CO.,

80 Fifth Avenue,

New York.

Dodd's Advertising Agency. Boston,

Send for Estimate.

World

Buil'g

N.Y.

City.

RELIABLE DEALING. CAREFUL SERVICE. LOW ESTIMATES. -

ADVERTISING IN ENGLAND, EUROPEAN CONTINENT, ETC.

ADVERTISING AGENCY, L'T'D Capital \$250,000. Henry Sell, Manager (Editor and Founder of "Sell's World's Press").

Full particulars regarding British or European Advertising, sample papers, rates, etc., at the London Office, 167-168 Fleet Street, or at

NEW YORK OFFICE, 21 Park Row, Ground Floor.

SAN FRANCISCO BULLETIN

The Leading Evening Paper of California.

ACTUAL CIRCULATION:

Daily, 21,904-Weekly, 23,835 High character, pure tone, FAMILY NEWSPAPER

Send to us for prices of

Electrotypes

All the Cuts in Art in Advertising are for Sale

Art in Advertising Co.

THE MAGAZINE OF CHRISTIAN LITERATURE No Keligious List is Complete An Independent Inter-denominational Monthly.

STIAN LITERATURE CO. CLINTON HALL, ASTOR PLACE, NEW YORK.

Fyour announcement is in THE TOURIST, it will come before people who have money t enough to go where they THE TOURIST, please and buy what they want. Utica, N. Y.



OVERMAN WHEEL CO.

BOSTON. WASHINGTON.

DENVER. SAN FRANCISCO. A. C. SPALDING & BROS.

SPECIAL AGENTS,

CHICAGO. NEW YORK, PHILADELPHIA.

Advertisers in

FARM = POULTRY

Get Results.

It will pay any advertiser who wishes to reach families in the suburbs of cities, large towns, villages and live farmers who have money, and spend it for reliable goods. Over half of our readers are heads of families. Forms close 15th of month prior to issue. Proof of the Pudding, Circulation, Rates and Sample Copy sent on request.

I. S. JOHNSON & CO., 22 Custom House St., Boston, Mass.

WHEN IN DOUBT USE SCRIBNER'S

THE PITTSBURG DISPATCH.

DAILY, 32,500.

(SOLD for 3c. a copy.)

SUNDAY, 63,000.

(SOLD for 5c. a copy.)

ITS POSITION.

Indisputably the leading newspaper of Western and Central Pennsylvania, Eastern Ohio and West Virginia, and acknowledged everywhere as one of the GREATEST newspapers in the United States.

ITS BUSINESS.

The DISPATCH enjoys by far the largest advertising business of any Pittsburg newspaper, both from local and general advertisers. The DISPATCH'S business last year was larger than that of any two other Pittsburg newspapers combined, and, as an investment, is remunerative in even a greater ratio.

ITS RATES.

Advertising rates and all information can be obtained of

T. B. EIKER.

THE DISPATCH PUBLISHING CO., PITTSBURG, PA.

Eastern Office, Tribune Building, NEW YORK.



The Whole Family

SOMETHING FOR EVERY MEMBER.



The only Popular Illustrated Magazine supplying instructive and entertaining reading for every member of the family.

75 cents a year; 8 cents a copy.

Circulation 100,000 Copies

Circulation sworn to by the business manager, and duplicate Post Office receipts sent every advertiser.

EVERY ADVERTISER SUPPLIED WITH A CUT FREE. - - - - -

Reading matter on every page except the last.

SAPOLIO,
CLEVELAND BAKING POWDER,
FÉRRIS' HAMS,
FERRIS' CORSETS,
HARPER & BROS.,
SPENCERIAN PEN CO.,
SCOTT'S EMULSION,
E. FOUGERA & CO.,
and many others,

advertise

in

The Whole Family

They know what pays.

Write for rates and sample copy.

Russell Publishing Company,

196 Summer St., Boston, Mass.

Digitized by Google

FEW advertisers would think of covering the cities of

Detroit Pittsburg and Cleveland

without the use of the principal newspaper in each city.

These happen to be all afternoon one-cent papers, and their titles are

Detroit News Pittsburg Chronicle Telegraph Cleveland Press

C. J. BILLSON

86 and 87 Tribune Building

NEW YORK



Did you ever

stop to consider that women buy vastly more than men?

To reach buyers, then, you must appeal to women.

Who reads a woman's paper?

The conclusion is obvious.

Advertise your wares in

Harper's Bazar

the greatest woman's paper in the world.



CASH-COINC OUT.

792 miles of print paper 32 inches wide. Eleven United States Postal cars. 3,236 United States Mail Bags. Sixty-five mailing clerks. Thirteen hundred dollars cash for postage. Over Twelve Hundred Thousand 16-page papers.

The above tells the story of a single issue of COMFORT. It is the same with every issue, only that the figures increase every month.

CASH-COMING IN.

Over two thousand new, paid-up subscribers are now being received by us daily. The success of COMFORT is unparalelled in newspaper history, and its price—25 cents a year—is the marvel of the age.

Its original, popular, copyrighted features render COMFORT the Household God of the mighty middle classes, whose purchases amount to hundreds of millions annually.

THEREFORE, "If you put it in COMFORT It pays."

Space of responsible agents, or of us direct. THE GANNETT & MORSE CONCERN, Publishers, Augusta, Maine. Boston Office, 228 Devonshire Street. New York Office, Tribune Building, Henry Bright, Representative.

STANDING SINCE JUNE, '92!

We refer to the following challenge, issued by the leading art magazine

THE ART AMATEUR,

(Established 1879,)

which has the largest bona-fide circulation of any periodical of its class.

Since June 1, 1892, the publisher has kept standing at the head of the editorial page of The Art Amateur, his offer to prove this claim by leaving it to the decision of a committee made up of representatives of any of the following firms:

THREE LEADING MAGAZINES:

"Harper's"—"The Century"—" Scribner's."

OR

THREE LEADING BOOK PUBLISHERS:

J. B. Lippincott Co.-Houghton, Mifflin & Co.-D. Appleton & Co.

OR

THREE LEADING SILK MANUFACTURERS:

The Brainerd & Armstrong Co.-M. Heminway & Sons-The Nonotuck Silk Company.

3RC

THREE LEADING DRY GOODS HOUSES:

Arnold, Constable & Co.-James McCreery & Co.-B. Altman & Co.

OR

THREE LEADING ART SUPPLY DEALERS:

F. W. Devoe & C. T. Reynolds Co.—E. H. Friedrichs—I. Marsching & Co.

OR

M. T. Wynne-Osgood Art School-The Palette Art Co.

OR

THREE LEADING ADVERTISING EXPERTS:

Mr. Lyman D. Morse-Mr. Burleigh L. Crans-Mr. H. C. Brown.

Whoever may be chosen to form the Committee shall have free access to bills for paper and printing, subscription books, monthly payments of the American News Co. and Post-office mailing vouchers, and any and every other means shall be afforded the Committee that may be required for a thorough and impartial investigation covering the period of a full year up to date.

If the publisher of The Art Amateur does not succeed in establishing its claim to the largest bonafide paid circulation of any periodical of its class, he agrees to forfeit the sum of \$250, to be given as a prize to the most efficient pupil of The Art Students' League, or of any other art school that may be designated; or he will contribute \$250 to any charitable or benevolent fund related to art or journalism in New York; it being understood that each contestant shall agree to the same forfeit.

NEW YORK, June 1, 1892.

It is **ART** in Advertising

(of course we are speaking to advertisers,)

to have your

name appear

In the FOREGROUND.

Working in your interests, we will try to keep **GODEYS**

In the BACKGROUND

(newsdealers and readers will show how difficult the task) just enough to have your "ad" stand out in clear relief.

To finish the picture we must "people it."

GODEYS will do this, "drawing" from the best of sources—our subscription books—thus concentrating the best of attention (the action of the picture) in your direction.

"Nice effect, but unfinished!"—you say.
True! but we've "drawn" your interest;
and we can paint the

GROUNDS

for your advertising patronage

In GLOWING COLORS.

Send for rates. (Frame for the picture.)
GODEY PUBLISHING COMPANY,

21 Park Row, New York City.

WHY THE NEW YORK CENTRAL



av.

IS CALLED

"America's Greatest Railroad."

- The New York Central is the only Four-Track Railroad in the world.
- The New York Central is the only Trunk Line running trains into the city of New York.
- 3. The New York Central is the only Line in America running Five Great Limited Trains.
- The Wagner Palace Cars in service on the New York Central are furnished with every convenience and luxury known to modern Railway equipment.
- 5. The New York Central runs along the banks of the historic Hudson the entire distance from New York City to Albany, the Capital of the State, —142 miles—thence west through the beautiful valleys of the "Mohawk" and "Genesee."
- 6. The New York Central is the Direct Line from New York to Niagara Falls.
- 7. The New York Central, with its connections, is the most direct line across the Continent, through Chicago, St. Louis or Cincinnati, to San Francisco, on the Pacific Ocean, and forms a very important link in the great international highway around the world.
- 8. For the excellence of its track, the speed of its trains, the safety and comfort of its patrons, the loveliness and variety of its scenery, the number and importance of its cities, and the uniformly correct character of its service, the New York Central is not surpassed by any similar institution on either side of the Atlantic.



THE WORLD'S FAIR MULTITUDES.

The Columbian Exposition will bring to Chicago

AN AUDIENCE OF 20,000,000 PEOPLE.

Any good advertising will enable you to

ADDRESS THEM.

But a display on GUNNING'S CHICAGO BULLETINS is the only power by which you can

COMMAND THEIR ATTENTION.

Our World's Fair Bulletins are a thoroughly established, clearly defined, legitimate system of painted displays, the most forcible out-door advertising in existence. They solve the problem of "how to reach crowds." They are artistic, pleasing, creditable.

We offer you the service on the get-what-you-pay-for principle of monthly rental. Now is the time to secure space. Correspondence solicited.

The R. J. GUNNING COMPANY,

Display Advertisers,

GUNNING BUILDING,

CHICAGO;

